

PRINTERS' INK



Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS



VOL. CLXVII, No. 12

NEW YORK, JUNE 21, 1934

10c A COPY

"A team that won't be licked **CAN'T BE LICKED"**

MIKE MURPHY

Famous athletic trainer at

University of Pennsylvania

A LITTLE over a year ago, when farmers were producing without profit and calling for assistance, Dr. Hess & Clark, Inc., celebrated their 40th anniversary. The depth of the depression was no time for a celebration, but they used the occasion for a vote of confidence in themselves and in their line of disinfectants, insecticides and tonics for livestock and poultry — products essential to farm prosperity.

They took a reef in their belts, increased their sales efforts, stopped leaks and improved

their service. Courage and tenacity carried them through. They now see themselves well past the turning point. Returning prosperity is reflected in growing sales. For the first nine months of this financial year, they report a 46% increase in tonnage shipments.

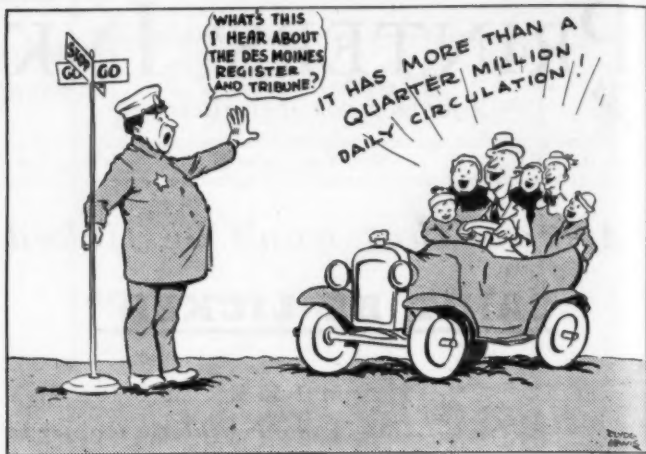
Now is the time, they say, for militant selling. This fall will see them launch an enlarged advertising campaign in farm papers, with their handsome catalog going into every R. F. D. box in the country.

N. W. AYER & SON, Inc.

Advertising Headquarters

WASHINGTON SQUARE, PHILADELPHIA

NEW YORK • BOSTON • CHICAGO • SAN FRANCISCO • DETROIT
LONDON • MONTREAL • BUENOS AIRES • SÃO PAULO



The Iowa Road Is Open

For the first three months of 1934 compared with the same period of 1933, new car sales for the entire country increased 44%.

For the State of Iowa the increase was 134%.

Eighty percent of the new car purchasers in Iowa read THE DES MOINES SUNDAY REGISTER.

Fifty-one percent of the Iowa new car purchasers read no other Sunday newspaper—published anywhere—than THE DES MOINES SUNDAY REGISTER.

We have the figures, the names, addresses, make of car and newspaper read in our files, and can prove the above statement.

No matter what you have to sell in Iowa—automobiles or whiskbrooms—you can reach most of your prospects exclusively through the columns of THE DES MOINES REGISTER AND TRIBUNE.

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PRINTERS' INK

NEW YORK, JUNE 21, 1934

This Week

ANY manufacturer who remains on the fence in the matter of testimonials and who needs a bit of a poke to land himself on the right side can acquire a mental prodding if he will read the sharply pointed remarks of Mrs. Anna Steese Richardson.

In New York this week, Mrs. Richardson spoke before the thirtieth annual convention of the Advertising Federation of America. This week, as its leading article, PRINTERS' INK presents her speech.

True, we also present other A.F.A. speeches. But for several reasons we mention her here. First, of course, she is a woman; and it is to women that most advertising is directed. Second, she knows consumers. And third—and in this particular instance, this attribute is outranked by the two others—she knows advertising; and she knows the ways of advertisers.

This, for instance, is what she told the Federation about testimonials:

"The day is passing when you can sell cold cream, mattresses, or cigarettes to the women of the sticks on the testimonial of Mrs. Astorbilt."

"Women," she told the advertisers, "have come to like truth in advertising." And then, whether they liked it or not, she added: "And you have the handsome Rexford Tugwell to thank for that!"

Yet with gusto she sailed into the propaganda disseminated by the Federal Food and Drug Division in behalf of the Copeland Bill—the sort of stuff, she pointed out, that regularly was sent to conventions of women's clubs.

Advertising men, she urged—and you can see that she covered a considerable scope—ought to send rep-

resentatives to women's federations to "tell them the true relationship of women to big business."

* * *

This A.F.A. convention, by the way, was a lively affair. President Roosevelt wrote to Edgar Kobak a letter which makes good reading. It appears on page 40. Secretary Wallace, as the Administration's official spokesman, gave advertisers some sterling advice. So did many other speakers. And then there was the advertising clinic which is the leading feature of the convention story of Bernard A. Grimes, PRINTERS' INK's ace convention reporter.

* * *

Meanwhile, before the business house, there are other questions. Even without a calendar, the auditing department would know that in the immediate offing is the sales department's convention. "And," the treasurer asks the sales manager, "when you get 'em all in here, what are you going to do with 'em?" This week under the title, "Eleven Stunts to Enliven Sales Meetings," PRINTERS' INK offers pertinent and practical suggestions for convention planners.

* * *

Our Government not only governs: It also buys. To many a maker of goods, the vast organization that works out of Washington has been the biggest buyer. And now the volume of Governmental business is increasing. With an article entitled, "How and Why Manufacturers Should Sell to U.S.," Chester M. Wright opens a highly informative series.

* * *

To cause his merchandise to reach the consumer, through what channels shall the maker distribute

and under what policies of relationship? Two manufacturers in different fields—Hamilton Watch and Onyx Hosiery—have just announced new distributive line-ups. One is called "selective," and the other "controlled-zone." Pointing out, in line with the conclusions of R. O. Eastman (PRINTERS' INK, June 14, p. 7) that wholesale selling insures real market control, Robert W. Palmer analyzes the two methods, to the end that other manufacturers may examine—and take their choice.

* * *

An advertiser hopefully advertises. He buys periodical space and he turns out literature that—he hopes—will be linked to sales effort in the field. He concocts promotional ideas and promotional material that—he hopes—will be used. Kelvinator does more than hope. In every distributor's office there

is an individual, known as the campaign manager, who sees to it. Clayton B. Trost tells how.

* * *

Michael Hollander, president of A. Hollander & Son, Inc., discloses that this fall his company, which dresses and dyes furs, will speak, for the first time, directly to the consumer. Thus grade-marking gains another convert—and on a national scale. Mr. Hollander explains how, and why.



* * *

How to tell the truth. Thus might have been captioned William E. McFee's piece, "When Copy Writers Lie." Mr. McFee is wordsmith-in-chief for the American Rolling Mill Company. In essence, he thinks that the way to keep copy effective but honest is to rope enthusiasm at the point where, unhobbled, it would canter into insincerity.

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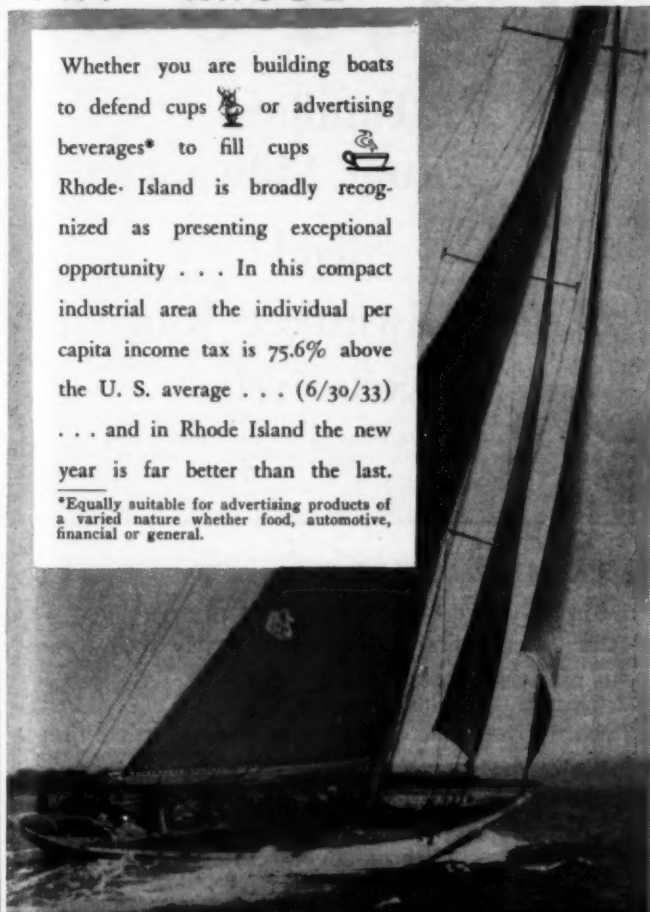
FOR SAILING RECORDS OR SELLING RECORDS TRY RHODE ISLAND

Whether you are building boats to defend cups  or advertising beverages* to fill cups  Rhode Island is broadly recognized as presenting exceptional opportunity . . . In this compact industrial area the individual per capita income tax is 75.6% above the U. S. average . . . (6/30/33) . . . and in Rhode Island the new year is far better than the last.

*Equally suitable for advertising products of a varied nature whether food, automotive, financial or general.

Providence Journal & Bulletin

C. H. EDDY Company, Boston, New York, Chicago
R. I. BIDWELL Company, Seattle, San Francisco, Los Angeles



*73,499

Families in Greater Milwaukee Read The Milwaukee Journal Exclusively

* From a survey made through home interviews in March, 1934, by the American Appraisal Company for a Milwaukee department store.

IN MILWAUKEE County, The Journal is read regularly in twice as many homes as the other evening paper and nearly four times as many as the morning paper.

Nearly one-half of *all* newspaper reading families in the county read The Journal exclusively.

Ask a Journal representative to show you further facts from this home coverage survey.

THE MILWAUKEE JOURNAL

FIRST BY MERIT

NATIONAL REPRESENTATIVES . . . O'MARA & ORMSBEE, Inc.

NEW YORK

CHICAGO

DETROIT

LOS ANGELES

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How Women Can Be Won to Belief in Advertising

"I am tired of seeing women who never earned a dollar in their lives assail the honesty and sincerity of business men." Thus spoke the versatile Mrs. Richardson in a speech—the hit of the entire session—before the Advertising Federation of America convention in New York last Monday. She had been asked to discuss "What Three Million Women Have Taught Me About Advertising." But she threw away her prepared speech and lashed right out, impromptu fashion, in a recital of what her thirty-two years of experience with women and advertising had taught her. Her address—the impromptu one, that is—follows.

By Anna Steese Richardson

Director, Good Citizenship Bureau, *Woman's Home Companion*

THE trouble with the advertising situation is that women have begun to demand truth in advertising. You have our mutual friend and well-wisher—the handsome Mr. Rexford Tugwell—to thank for that. He and his staff have worked on the women of this country until the average woman who buys a jar of cold cream doesn't know whether she shall use it to

clean out her pores or to cook a mess of fried potatoes. They don't believe there is anything right in the creams any more.

Recently I have talked to women about advertising to the exclusion of almost every other topic, and I have made some truly remarkable discoveries concerning their capacity for understanding and misunderstanding what you write for them.

For example, we all know what a splendid job Mr. Grover Whalen and his staff are doing in exploiting the Schenley products in States where it is unlawful to advertise alcoholic beverages.

You know how the cards in the subway trains read: "This mark of merit on Schenley products reflects your guarantee of purity and quality." The mark of merit is a silvery Maltese cross, hung from a rich maroon ribbon, but there is no bottle in sight.

I decided that it would be interesting to make a personal survey of how women reacted to that advertising. I asked my friends and neighbors, even the strange women who sat next to me on the subway train, "What are the Schenley products?" I carried a little notebook in my purse for recording their answers, and I regret to advise you that by actual count 85 per cent of the women guessed wrong.

Three of them thought that the Schenley products were a new kind of garter for men. One woman said, "Can't you see the ribbon?" I felt like asking, "Where did you get that husband?" But it may comfort Mr. Whalen and his co-workers to learn that 90 per cent of the men I approached guessed right, and they seemed familiar with the Schenley products.

On one of those occasions, I



BACK TO



HARDING WILL GIVE THE WHITE HOUSE BACK TO THE PEOPLE

—Contemporary Cartoon

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THOMPSON



ever the defects of Harding's ad-
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 A small-town front porch in place
 halls of Versailles . . . chats with
 ers instead of conferences with
 ers . . . baby kissing instead of fron-
 ggling . . . all voluminously reported
 Press. The crusades were over.
 "Back to normalcy!" The words were
 ard, but the idea was perfectly
 ed to the desires and needs of the
 It was as simple and basic in its
 ional appeal as "Home Sweet
 ." America was never so ready
 urn to accustomed paths, and the
 was a landslide.



LITICAL GENIUS consists of
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 ideas which are so simple
 basic that millions of people
 grasp them and respond to

uccessful advertising works on
 ame principle.

vertising which lacks such
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competition with advertising
 which has it. No amount of strug-
 gle with the niceties of copy, lay-
 out, and illustration will give these
 secondary factors the force of an
 idea. Yet millions of dollars and
 endless effort are spent in the
 attempt.

Leading agencies do not differ
 greatly in their skill in producing
 advertising which meets all the
 physical requirements, or in their
 methods of handling accounts. It
 is in their *belief* in the importance
 of a basic idea, and their ability
 to find it, that they differ.

The record of J. Walter Thomp-
 son Company is one of such belief,
 expressed in advertising which
 has consistently—even during the
 depression — demonstrated the
 power of the ideas selected. This
 viewpoint will be no less valuable
 to clients now that the country is
 moving "back to normalcy."

WALTER THOMPSON COMPANY

found a close friend in a fine rage at advertising in general and the advertisement of a certain brand of flour in particular. She pointed a scornful finger at the printed page and exclaimed, "Do you see that film star with a figure like a shad? She says she eats bread three times a day to keep thin. I don't believe her. If I eat just a teeny, weeny hot biscuit for supper, I don't dare get on the scales the next morning."

You see, women look at advertising, as at everything else in life, from a personal point of view.

But the choicest remark picked up during this little personal survey of mine had to do with a picture which a friend and I found in a Spanish magazine. This friend is a confirmed globe trotter, speaks four languages, and always has a stack of foreign magazines lying on her living-room table. I asked her how foreign advertising compared with the American brand. She waxed eloquent—"My dear, there is no comparison. America has the best advertising in the world, and the only commercial artists. Just look at this—"

She pointed to the picture of a languorous senorita lying on the beach and pointing a pair of short, plump feet and thick ankles heavenward. Then she damned the illustration with these few caustic words: "Can you imagine any man wanting to buy silk stockings for legs like those?"

Up to that time I had supposed that all advertising for silk stockings should be addressed to women. I know differently now.

Many Years of Contact with Women

During the thirty-two years I have been connected with the *Woman's Home Companion* I have made direct and indirect contacts with at least three million women, possibly more, and if I haven't become very well acquainted with those women, then the *Companion* has been paying me a lot of money that I didn't earn.

Several months of each year I travel from one end of the United States to the other for the express

purpose of getting acquainted with our readers. And that isn't such a hard job as you city men may think.

All these people like to talk about their own town, and they love to get in an argument. One of the funniest arguments I had ever heard was way out in Idaho, where the question of the evening, discussed largely by the men, was whether the yellow races or the motion picture stars were the greater menace to the West Coast.

What One Kentucky Woman Wanted to Know

I went down to Kentucky to make a speech at a gathering of the rural women at the School of Agriculture. I prepared my speech very carefully, more carefully than I usually do. I gathered together all I could about rural Kentucky, its various interests, and I made what I thought was a perfectly grand speech.

When it was over, I asked for questions, as I always do, because it is through questions and answers that I get my information about women, and if I gave you men a dozen guesses you wouldn't guess what those women asked me about citizenship.

Well, this woman got up—I had been talking about good citizenship and how you ought to vote for the right party—heaven knows, I don't know which one is right now! But I made what I thought was a very good speech. Up stood a woman, gaunt and tall, from the hill country. I don't doubt that she had walked to the nearest bus, probably she had ridden on a mule. She certainly represented rural mountaineers of Kentucky. She said, "Lady, what do them motion picture stars and society women get for recommending beds and cold cream?"

I told you I was going to tell you what women want. You needn't mind my answer—I am not going to give you that—but I am here to tell you who write copy that the day is past for selling cold cream, mattresses or cigarettes to the women of the sticks

(Continued on page 114)

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BELOW 45 AND OVER 20

Seventy-five percent of the readers of The Sun, surveys show, are between 20 and 45 years of age . . . young enough to spend money, old enough to have money to spend.

OVER 300,000 CIRCULATION

The Sun

The Newspaper of Distinction in its Readers, its News and its Advertising

NEW YORK

Broadcaster Baer

How Talkative Conqueror of Carnera Was Prepared for His Big Moment under Goodrich Sponsorship

"OH, boy! what a fight!" And Graham McNamee "miking" it from the Madison Square Garden Bowl in Long Island City, might have added, "and what a broadcast!" A survey made for the B. F. Goodrich Rubber Company, which sponsored the broadcasting of the fight, showed that in seven major cities 92.12 per cent of sets in operation were tuned in on the blow-by-blow description from the ring.

A rough estimate, calculated on this survey, leads the company to believe that it had an audience of about 40,000,000 people. Even if this were to be discounted, there is no doubt that a record was hung up for prospects who got some part of the six commercial credits which were announced before, after and during the intervals between rounds.

The fight broadcast was the climax to a radio campaign as fast in its pace and as colorful in its preparation as the fight itself. It introduced Max Baer as a radio star in his own character and in that of Al Harper, taxi driver. Max talked, and sang, too.

The skit, "Taxi," was placed by Ruthrauff & Ryan for its client, Goodrich. And was built for Baer.

All this was done at 8 p. m. of a Wednesday. In two days, time was cleared through fifty-two stations, casting and rehearsals were completed and on the following Friday the first of a series of three-times a week broadcasts went over the air. Following broadcasts were made from Asbury Park where Baer had his training camp. Each act in the series was preceded and followed by commercial announcements by McNamee and announcements that Goodrich would broadcast the blow-by-blow description of the fight. After the closing commercial Baer gave highlights of his training activities. Ancil Hoffman, Baer's manager,

Mike Cantwell, his trainer, and Jack Dempsey also participated in these after-act reports.

The entire series, through the way it was handled, was a build-up to the big event, the broadcasting of the fight, which it was announced would be under the sponsorship of Goodrich dealers. "Silvertown News," Goodrich house magazine, played up the importance to dealers of tying-in with the campaign. Dealer help material was prepared and distributed to 25,000 dealers in less than four days. Small space on the sporting pages of newspapers announced the broadcast and references were made to it in Goodrich's nightly baseball résumé broadcast over local stations in major league cities.

Baer proved himself a good actor, easily entering into the character of Al Harper, a taxi driver who found the course of true love hampered by an heiress who made no bones that she was "on the make" for Al. He stepped out of character the Wednesday before the big fight, paying his respects to Al and to Goodrich the following night when he addressed America as the new heavyweight champion.

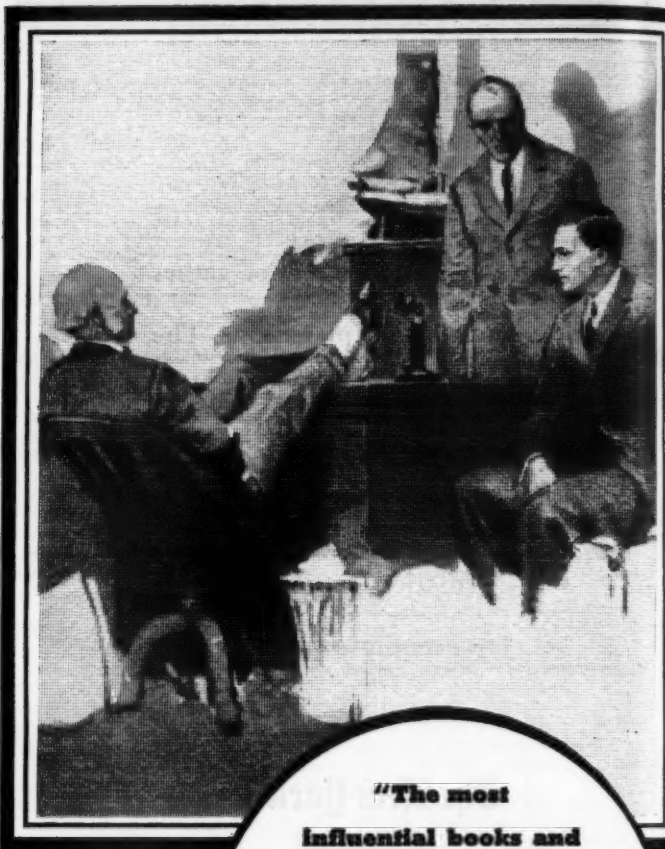
At the close of the fight, Baer and his father, Manager Hoffman and Jack Dempsey followed through with a broadcast from Baer's dressing room. Little thought was given to time except by the representatives of the agency and the network who knew that there were not many minutes left before they would be signing off.

At it happened there were only about four minutes to go after broadcasting from the ring ceased, and the program had been transferred to studio headquarters. So, instead of hearing the dressing-room scene, listeners heard the program finished off with a salute to the new champion by the Goodrich Silvertown orchestra.

R. L. Polk & Co. gather facts--not explanations. The Polk Consumer Census of New York City shows twice as large "home-effective" circulation for morning as for evening newspapers.

The New York Times

Net paid sales, 6 months ended
March 31, averaged **475,682**
weekdays; **743,092** Sundays



From an illustration in Cornucopium for December, 1894

**"The most
influential books and
the truest in their influence
are works of fiction. They re-
arrange, they repeat, they
clarify the lessons of life,"
said Robert Louis
Stevenson**

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Literature does not depend on the way in which Great FICTION is printed, but on the way it is written

It was GREAT FICTION when Cosmopolitan first published it in 1921...it's GREAT FICTION *today*. How many men and boys have stood up with Bill Peck and said, "It shall be done?" No one knows...but surely "The Go-Getter" has stirred countless people to greater effort...to final success. Such EMOTION...for the determination to get what you want is certainly an emotion...is far quicker kindled by a single piece of GREAT FICTION than by any amount of factful admonition.

⇒ Advertising projected against such a background is colored with interest...highlighted with action. No one knows this better than those advertisers who had this advantage in Cosmopolitan long before "The Go-Getter" appeared and who still profit by GREAT FICTION'S *power to sell*.

COSMOPOLITAN

Groucho Says:.

It Is Time to Change

YES, sir, I've sworn off bellowing about deceitful advertisements—that is I've mostly reformed and sworn off at least partly, or for today anyway.

How did I get this way? A man ought to know when he is licked. I have been trying to qualify for the grand prize among kickers, viewers with alarm and such. I've been looking at the papers to see what my killjoy competitors are doing. Oh boy! I haven't a chance for that grand prize, not while Clarence Darrow and Gen. Johnson are on the job, to say nothing of Brother Schlink, some of our newspaper editors and a whole big bunch of U. S. Senators.

Maybe I've been aiming at the wrong mark. What is a mere silly advertisement as a target compared with NRA, the New Deal and Fiat Money? Silly ass, to think I could arouse the Forgotten Man to protest about the way someone tries to make him dose his tummy, while the peppery Darrow

is telling him the Government is making the rich richer and the forgotten man more forgotten.

Anyhow, I notice that people reading the papers turn to the sporting section for good news. Jim Reed seems to be tired of being retired, and I'm told is trying to get back to the Senate on the old platform of how crooked and phony everybody and everything have become.

Just to show that I mean it, listen. Advertisers are pure. It is good for people to know the truth about goods for sale, and if the truth isn't enough, it's just too bad. Then we've got to give 'em puffery. And puffery is one of the oldest rights on earth. And of one thing you may be sure. Even if statesmen, bankers and poets have forgotten the Forgotten Man and he has even forgotten himself, the advertiser hasn't forgotten him, not by a jugful. Just read the advertisements.

GROUCHO.

York Ice Machinery in Newspapers

A newspaper advertising campaign on air conditioning equipment in a number of leading newspapers throughout the country will be inaugurated by the York Ice Machinery Company, York, Pa., on June 20, according to J. L. Rosenmiller, sales promotion director of the company. This is the first time newspaper space has been employed by the company in its national advertising.

Seiler Heads Cramer-Krasselt

A. W. Seiler, vice-president and secretary of the Cramer-Krasselt Company, Milwaukee, has been elected president of that agency to succeed Frederic G. Cramer who died February 21. Mr. Seiler has been with the agency for twenty-five years, having joined it after his graduation from the University of Wisconsin in 1907.

Chamberlain with Erwin, Wasey

Warren Chamberlain, formerly with the Condé Nast Publications, and, more recently advertising director of *Stage Magazine*, has joined Erwin, Wasey & Company, New York, in an executive capacity.

Ryerson and Slee to Doremus

Clarence A. Ryerson, for the last seven years with Batten, Barton, Durstine & Osborn, Inc., as account executive, will join Doremus & Company, New York, on July 1. James N. Slec, a former member of the New York Stock Exchange and previously affiliated with advertising agencies, has also joined the Doremus organization. Mr. Slec was with Doremus some years ago.

Schlitz Beer to B. B. D. & O.

The Joseph Schlitz Brewing Company, Milwaukee, Wis., has appointed Batten, Barton, Durstine & Osborn, Inc., to handle the advertising of Schlitz Beer. This will include newspaper, magazine, outdoor and radio advertising. The Chicago and New York offices of the agency will co-operate on the account.

Transferred by T. L. & D.

James A. McPhail, formerly in charge of the Ponca City, Okla., branch of Tracy-Locke-Dawson, Inc., has been transferred to the New York office of that agency. Jerry W. Moffett, previously with the Dallas office, has been appointed manager at Ponca City.

Eleven Stunts to Enliven Sales Meetings

Suggestions to Planners of Peppy Conventions

AMERICAN TYPE FOUNDERS SALES CORPORATION

JERSEY CITY, N. J.

Editor of PRINTERS' INK:

I am looking for data on stunts that can be pulled at sales meetings.

Recently, at Chicago, we had Old Man Summer Slump arrested by a cop and dragged off to jail—all this in front of the crowd.

Also, we are running what is known as the Sad-Faced, Sweet-Smelling Goat Campaign. We call the dear girl Violet. She is to be awarded to the branch with the lowest percentage of sales increase during a four-month period this summer, as compared with the corresponding period of last year. We have twenty-two branches.

Mind you, the managers and salesmen do not want the goat.

H. W. ALEXANDER,
Vice-President of Sales.

INDEED, Mr. Alexander, we do understand that, however sweetly she may be dispositioned and however orchidaceously she may be named, yea however directly she may be descended from whatever font of goatish good breeding or even goatish good looks, and however numerous be your branches, nobody in all your far-flung enterprise wants Violet.

Yet, though the hand of every man be turned against her, she likely will exert a salutary influence, far transcending the scope of her fragrance, upon your sales-campaign results and sales morale. As was demonstrated in another instance, reported recently in PRINTERS' INK, that's how goats are.

And, although we bracket them, we cast aspersions, Mr. Alexander, neither upon your salesmen, nor upon the salesmen of any other sales executive when we remark that that's how salesmen are, too.

We do not intimate, understand, that salesmen are *like* goats. Although here and there you might find a disillusioned sales chief who would tell you, privately, that between certain salesmen on his force and certain goats of his acquaintance there are points of striking resemblance, what we are driving at is that salesmen are persons and, even as you and all the rest of us, are moved and inspired by that which is funny, or that which is dramatic and spectacular.

Hence, they welcome stunts—not only in goat campaigns, but also in sales meetings; and, of course, it is about sales-meeting stunts, and not about goats, that you are inquiring.

No doubt, you already know about travesties and skits. Already you have buried Old Man Summer Slump. For years, at All-Star convention time in summer, the Burroughs Adding Machine Company repeated the solemn obsequies of Old Man Quota. Doubtless there have been other lynchings and interments. For other companies have discovered, as has yours, that despite a salesman's convention-time demeanor of lightheartedness, he really enjoys a good funeral.

The Higher Realms of Drama

If you stage your stunts indoors, and if you essay to go in for something longer and more fully developed than a murder and a burial, you may want to undertake a form of drama less embryonic; and so you may be interested in the principles of fancier drama-making. Books about playwrighting are available in almost any public library; and you'll find guidance, also, in the files of PRINTERS' INK.

For example, there's the mock trial. A mock trial is almost sure-fire. In PRINTERS' INK for June 14, page 25, you'll find, complete, the dialog of a mock trial staged for

the edification of the field men of the Connecticut Mutual Life Insurance Company.

But perhaps you and your men like your stunts shorter and more explosive. As doubtless you have explained to your assistant, you want something snappy and not too difficult in preparation. Here are eleven suggestions:

1. At the conclusion of a tableau at the Edison Lamp Works, there was a moment of darkness and silence; and then there appeared out of the black-out and in letters of light the Mazda slogan, "The Sun's Only Rival," each of the letters held aloft by a pretty model. At conventions, salesmen like funerals; and they also like girls.

2. At DeSoto Motor the curtain went up on four melancholy individuals, dressed in black. Each told a story of trouble—mostly depression. Then, briskly on came a doctor who, in turn, took each of the funereal four behind the scenes and shot him. "And now," the chairman blandly asked the audience, "is there anyone else who is afflicted?" Everyone, it seemed, was in perfect health.

3. National Cash Register, originator of many a sales-convention stunt, sought to demonstrate to its salesmen the unity among departments and sub-departments. Into the convention hall marched a line of men, each carrying a chain link labeled with the name of a department or division or activity. Around the room they went; and when the leader joined his link with that of the last man to appear, the chain encircled the audience.

Drama in a Drink of Bottled Paint

4. Unfortunately, you don't sell your type in containers. But, anyway, here is an interesting stunt reported by J. F. Sorzano, sales manager of the Debevoise Company, paint makers, of Brooklyn. The company was introducing a new product, one of the characteristics of which was its container, which was made of glass. In more or less the usual way, the product's story was told without sample. Then, in came the samples, one

for each man in the audience. At this point, the chairman launched into a "sale" of the container. He called attention to its attractive appearance, its sealed cover, and to the appearance, clearly visible through the glass, of course, of the contents. He did a good job of bottle selling. And, having finished, he said: "And now, if you'll excuse me"—and took off the cap of the container with which he had been demonstrating, and drank the stuff. You may be rather sure, Mr. Alexander, that what those bottles held was *not* varnish. Later, of course, the real containers, filled with the new product, were brought in and passed around.

Presented Actual Sales Conversations

5. Seventeen division managers of the incandescent-lamp department of General Electric, assembled at Nela Park, in Cleveland, listened to actual sales conversations over the counter in a Cleveland department store. The salesgirl behind the counter had been told to pay no attention to the thing that, resembling a microphone—which, of course it was—had been set up in her section. An engineering-looking young man simply told her: "We're making noise tests throughout the store."

6. At a sales meeting of the Thomas Devlin Manufacturing Company, an executive announced: "Unfortunately, we've run overtime in this morning session, and I imagine that most of you are hungry. Unfortunately, too, luncheon is late. And so, to fortify everybody, we're going to pass around some sandwiches." When each man received his sandwich, he was surprised to find that its wax-paper wrapping bore his name. Even more surprised was he, however, when he bit into the thing, found the stuffing between the bread slices uncommonly tough and slippery, and, upon examining the stuffing, found that it, too, was waxed paper on which had been typed his year's quota.

7. Of course, Mr. Alexander, you appreciate the sterling value of humor. Academic playwrights



Wide World Photo

IF YOU DON'T GET *Home*, YOU DON'T Score

AND this is just as true in newspaper circulation as it is in baseball . . . unless the newspaper drives your sales message **HOME** . . . you don't score!

Better than four hundred thousand families in the Chicago trading area read **The Chicago Daily News AT HOME**. This is more home-read circulation than you can get in any other Chicago daily newspaper. The fact that Chicago Daily News circulation is home-read explains its superior scoring ability.

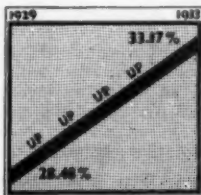
This advertisers recognize as proved by the increasing preponderance of advertising carried by **The Chicago Daily News**.

In 1929 **The Chicago Daily News** carried 28.48% of the total display advertising in Chicago daily newspapers. During the following depression years (1929-1933), when reduced budgets had to do a harder job and newspapers had to be bought with greater care, **The Chicago Daily News'** percentage of total display advertising in Chicago dailies increased to 33.17%.

In the fifteen-year period (1919 to 1933) **The Chicago Daily News** carried 40,275,242 more lines of display advertising than the second Chicago daily (a morning paper).

And in 1933 **The Chicago Daily News** carried more total advertising than any other six-day evening newspaper in America . . . no other Chicago daily ranked even among the first twelve.*

* Authority: Media Records, Inc.



The Chicago Daily News' percentage of Total Display Advertising in all Chicago daily newspapers from the beginning of 1929 through 1933.

THE CHICAGO DAILY NEWS

Chicago's Home Newspaper

Copyright, 1934; **The Chicago Daily News, Inc.**

GEORGE A. McDEVITT CO., National Advertising Representatives, NEW YORK—CHICAGO—PHILADELPHIA—DETROIT—SAN FRANCISCO

call it "comic relief." And how desperately most sales meetings do need relief of some kind! No doubt you have observed how often dramatic presentations at conventions take the rather tasteless form of dialogs between salesmen and prospects; and no doubt drama, even in that form, really is more effective than would be a read-from-manuscript lecture vocalized by a stage-frightened assistant sales manager.

Yet unquestionably you also have observed how often in those salesmen-prospect chats, each of the participants in the incredible conversation always says precisely the right thing at the right moment. Not only does the salesman recite exactly what is written down in the new manual, but so, also, does the prospect! As you have listened, have you ever thought how interesting it would be to present a customer-contact sketch in which the salesman's selling points all are cock-eyed, and the prospect's answers all wrong? To revert to a company we already have mentioned, Burroughs tried that stunt by way of comic relief; and the effect was a wow. No moral, you understand, no belabored sermonizing, no half-concealed effort to contrast the wrong way with the right, but just pure goofiness, presented for its own sweet and balmy sake. Try it some time, Mr. Alexander. Upon you and upon all your colleagues who participate in its preparation and presentation, the effect will be the same as an extra two-week vacation, with pay. And the men who hear the thing will like you even better than they do now.

How "Fire Chief" Was Introduced

8. Before its sales organization, the Texas Company was introducing a new product. The men had been told all about the new thing—all the facts except the new product's name. Then blared forth the racket of a siren and gong. "Fire Chief!" Before the echoes had died, onto the stage came a bevy of girls—yes, girls again—arrayed in red and bearing armfuls of fire

hats for the visiting salesmen.

9. Perhaps you'll deem it wise to devote some part of your program to sales objections. Here is a plan that has been applied by several companies in varied lines: In advance of your meeting, write to all your men, asking them to send you their prize objections—the toughest customer-comebacks they have encountered, respectively, in the last year. Type the objections on a sheet of paper and number them. Then borrow a wheel of fortune. At the meeting, set up the wheel up front and pass out to the men numbered paddles. Spin the wheel. When it stops, call out the number, read aloud the indicated objection, and say: "Who's got it? Let him stand up and answer." If his answer isn't adequate, call for volunteers with answers that are better. You may start some arguments in which you'll need to serve as referee; but you'll stir up, meanwhile, a whole roomful of enthusiastic interest.

Making a Demonstration Dramatic

10. Possibly you'll want to demonstrate. As has been discovered by the U. S. Gypsum Company—among others—you really can demonstrate almost anything before a convention, and make the demonstration dramatic. Gypsum, for example, built a piece of a building. While the salesmen looked on, workmen brought in cinders, sand, brick, reinforcing rods, metal lath and what-not, and then wheeled in a concrete mixer and went to work. As they plied their trades, a home-office expert explained, in running-fire fashion, the use of each Gypsum product. And the salesmen, quick to enter the occasion's spirit, fired the kinds of questions that might be asked by hard-boiled contractor-customers.

11. And always, Mr. Alexander, there's the old standby—a "plant." You can plant telegrams to be delivered to yourself in the midst of your opening speech. You can plant in the audience a drowsy salesman who goes to sleep, comes to life in the middle of an address or a demonstration, and says,

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loudly: "Your act smells! I could do it better, myself." Of course, the man on the stage shoots back: "Oh, yeah? Well, let's see you come up here and do it!" Whereupon, of course, the plant goes up, and does it.

You can even plant a plant to open a playlet. A classic example was the stunt staged by Knox-Dunlap in introducing to a joint convention a new book of merchandising suggestions for dealers.

The chairman had just got himself going well in a speech when a young man arose in the audience and said: "Just a minute! I want you to help me get married." As calmly and judiciously as possible, the chairman told him: "Well, your request is a little unusual; but if you'll take it up with me later in private, perhaps I can be of some service." The young man shook his head. "No!" he said. "I want action now!"

The audience began to look ner-

vous. Something certainly was going wrong with the program.

"I want action now," the young man repeated. "I've got something to say to you, and I'll say it here, or up there on the platform!"

The chairman glowered. "Come up," he snapped at the baiter, "or shut up!"

The young man went up. He told his story. He'd got into a jam trying to modernize the retail emporium of a peppery Southern Colonel. How was he to get out? Then—a roar from an angry man at the rear, and who should walk in but the Colonel, himself! Brandishing his cane, he stomped his way to the stage. And the playlet was on.

You see, Mr. Alexander, a stunt is the product of the imagination—but it demands premeditation and a deliberate choice of the devices and expedients by which showmen arouse interest and uncork surprise.

Industrial Group Elects

J. O. Ferch, advertising manager of the Harnischfeger Corporation, has been elected president of the Milwaukee Association of Industrial Advertisers, succeeding L. P. Niessen, of Cutler-Hammer, Inc., who becomes a member of the board of directors. Other new officers are A. J. Andrews, Bucyrus-Erie Company, vice-president, and E. E. Lasway, Allis-Chalmers Manufacturing Company, secretary-treasurer. Directors elected



J. O. Ferch

are: R. A. Shilbauer and E. J. Goes.

Has Cabinet Account

Janes & Kirkland, Inc., New York, White House kitchen cabinets, has appointed W. I. Tracy, Inc., New York, to handle its advertising. Business papers and magazines will be used.

Brewer Names Ruthrauff & Ryan

The Minneapolis Brewing Company, Minneapolis, has appointed Ruthrauff & Ryan, Inc., Chicago, to direct its advertising.

Heads Classified Managers

The Association of Newspaper Classified Advertising Managers elected the following officers at its convention held last week in Cincinnati: C. M. Carroll, of the New York Times, was re-elected president; William H. Pickett, Cincinnati Enquirer, first vice-president; H. W. Connell, San Antonio, Tex., Express, second vice-president; C. T. Hardin, Columbus, Ohio, Dispatch, treasurer.

A. T. Powderly, Rochester, N. Y., Democrat-Chronicle; J. A. McDonald, Oakland, Calif., Tribune; A. Hall, Detroit Times; W. O. Sessions, Salt Lake City Tribune, and R. E. Goodall, St. Petersburg, Fla., Independent, were elected directors.

Silver cups for accomplishment in observance of National Want-Ad Week were awarded to H. W. Connell, San Antonio Express, in the class publishing over 1,000,000 lines; to A. H. Todd, Bridgeport, Conn., in the 500,000 to 1,000,000-line class and to Kenneth Frysie, Clinton, Iowa, Herald, in the less than 500,000-line class.

Represents Scranton Agency

The William A. Schautz Agency, Scranton, Pa., has appointed the Rogers-Hattersley Company, New York, as its representative in that city.

Joins "Western Farm Life"

Eugene M. McKim has joined The Western Farm Life, Denver, as director of merchandising and research.

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THE BOONE MAN REPRESENTS 27 HEARST NEWSPAPERS

DAILY

New York Journal
Albany Times-Union
Syracuse Journal
Rochester Journal
Los Angeles Examiner

Boston American
Baltimore News
Washington Herald
Washington Times
San Francisco Examiner

Chicago American
Detroit Times
Atlanta Georgian
Omaha Bee-News
Seattle Post-Intelligencer

SUNDAY

Boston Advertiser
Albany Times-Union
Syracuse American
Los Angeles Examiner

Rochester American
Detroit Times
Omaha Bee-News
San Francisco Examiner

Baltimore American
Washington Herald
Atlanta American
Seattle Post-Intelligencer

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th husks . . .

only Kernels count

AMONG American markets, there are probably less than a hundred kernels. No one concerned with profits ever bothers with husks. Only kernels count.

These kernels comprise the heart of America. Within them, over half of our population lives; 65% of all goods are sold.

What if there is another 35% of business in cross-roads and villages? The cost of getting it out-weighs results. . . . What if a salesman *can* sell several cartons a day in small towns, it costs as much for a salesman to "travel" in them as in Chicago, but in Chicago he sells carloads instead of cartons.

That is why so many manufacturers now concentrate their sales campaigns upon America's *kernel markets* . . . starting with key newspapers in the *most potential* of them . . . starting with the markets in which they have the most *exact* information about consumers and in which they can get the strongest cooperation by local newspapers.

And that is why so many are turning to the 14 kernel markets represented by the Rodney E. Boone Organization in which 27 Hearst newspapers offer so *complete* a marketing service.

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CALL THE BOONE MAN



RODNEY E. BOONE ORGANIZATION
A UNIT OF
HEARST ADVERTISING SERVICE
NEW YORK

Chicago	Detroit	Cleveland	Boston
Philadelphia	Rochester	Atlanta	
San Francisco	Los Angeles	Seattle	

Disgusted

385 IVES STREET
PROVIDENCE, R. I.

Editor of PRINTERS' INK:

PRINTERS' INK is a perfect example of a selfish, change-resisting institution. Proof of the foregoing statement is furnished in an editorial entitled "Facts and Emotions" appearing in the May 31 issue.

You argue in favor of appeals to emotions rather than to facts. Evidently you think that by using the word "emotions" in place of the correct word "lies" you are shaping public sentiment to suit your own insidious ends. Not at all.

Your illogical arguments merely serve to disgust further your already disgusted readers—particularly the woman. She's tired enough of misleading or "romantic" advertising which has cost her many hard-earned dollars. She becomes furious when you try to tell her she enjoys your pack of fibs.

You talk as you do because you think there's a bigger profit at the end of a crooked road than at the end of a straight one. You're

wrong. You sound as though you'd caught a mental bug from the underworld. In fact, you don't know even the A B C's of sound business.

Tell me, please, if there yet remains a grain of decency in your warped mind, why you lack the courage and far-sighted wisdom which should lead you to hail the Copeland Bill as the champion of truth.

Surely, were this bill adopted it would entail many changes, but can you truthfully (a commodity you shun) say the changes would not be in the right direction?

Then why do you insist in arguing like a half-wit? You even go so far as to enlist *nature* in your behalf, but worse still you uphold

Editor Frank Crowninshield.
Ha, ha. You think you see a profit and a quick way to get it—to get it—to get it—

But you won't get it—get it—get it—because I, the woman buyer, am awake—am awake—am awake. Your lies have made me watchful—made me watchful—made me watchful and I SEE.

CONSTANCE HARRIS.

Longwell and Johnson Join Time, Inc.

Daniel Longwell and Malcolm Johnson, respectively for fourteen and five years with Doubleday, Doran and Company, have resigned and have joined the staff of Time, Inc., New York, publisher of *Time* and *Fortune*. Mr. Longwell becomes a special assistant to the president of Time, Inc., and Mr. Johnson becomes an editor of *Fortune*.

Meyer Leaves World Broadcasting

Paul Meyer has resigned as vice-president of World Broadcasting System, Inc., New York, with which he has been connected for the last two and a half years. He was formerly publisher of the *Theatre Magazine*.

Vapon Products to Tracy

Petroleum Derivatives Company, Montclair, N. J., Vapon Shampoo and Vapon Vanishing Lotion, has appointed W. I. Tracy, Inc., New York agency, to handle its advertising account. Newspapers and magazines will be used.

Northwest Newspaper Group Re-elects

At its annual meeting held recently in Seattle, the Pacific Northwest Newspaper Advertising Executives' Association re-elected H. R. Failing, Portland *Oregon Journal*, as president and C. B. Lindeman, advertising director of the Seattle *Post-Intelligencer*, as secretary.

Heitkamp with Lyon Metal

Frederick B. Heitkamp, general sales manager of the Cincinnati Milling Machine Company and Cincinnati Grinders, Inc., has resigned that position to become associated in an executive capacity with Lyon Metal Products, Inc., Aurora, Ill.

Returns to Johnson Motor

Charles Coane, recently with the Allen-A Company, Kenosha, Wis., has been appointed assistant advertising manager of the Johnson Motor Company, Waukegan, Ill. He formerly was with the Johnson company in 1930.

Wholesale Selling Gives Real Market Control

Hamilton Watch and Onyx Hosiery Distribution Systems

By Robert W. Palmer

TWO manufacturers in different fields have just announced new plans for the distribution of their products. Both plans work toward the same end—the selection of wholesale distributors who will have defined territories in which to operate. Both are of significance to a large number of manufacturers, not only in the fields within which these two are competing for business but in many other industries which have encountered distressing conditions in selling.

One of the plans now announced is called "selective distribution through wholesalers"; the other, "controlled zone distribution." Each aspires to the same goal—more decent selling conditions in the retail field.

In PRINTERS' INK of last week, R. O. Eastman showed quite conclusively that the day of the wholesaler is not past; that he is likely to be an increasingly important factor in the distribution of goods. Mr. Eastman's article, read in connection with what follows, takes on added and important significance.

If the wholesaler can act as distributor of articles of repute, with full knowledge that he has the backing of the manufacturer so long as he merits it by his selling activities and his ethical standards of doing business, it would seem that in very many cases he will provide a solution to the problem of effective and economical distribution.

Without further attempt to justify the importance of the two new selling policies, let us analyze them, to discover their import.

First, that of the Hamilton Watch Company, which announces its controlled zone distribution plan. The depression was respon-

sible to a large degree for conditions that became well-nigh intolerable to all jewelry manufacturers. Evils included industrial catalogs, price-cutting, retail-wholesaling and many other predatory growths brought about largely by a *will to survive* in a time of greatly shrunken public spending.

The company adopted at its beginning a system of national distribution through a long list of wholesalers whose territorial activities were unrestricted. This continued well up into the 1920's and through all that period the policy of a fair control of maintaining the established consumer price was honored both by the wholesalers and by thousands of upright retailers all over the country.

Then came hard times and mortality among wholesalers reduced their ranks. Even so, and with the market for luxury merchandise greatly contracted, in certain trading centers an unconscionable number of them were competing for the available retail trade. That, of course, led to secret discounts by wholesalers, cut prices by retailers and a whole train of evils.

Based on Two Years' Investigation

For two years the company's research department conducted a fact-finding investigation. One important discovery was that where wholesale competition was keenest, the volume of business was away under potentials. And finally it was decided that a restricted zone system of distribution by wholesalers was probably the best answer to the problem.

The country has been divided into twenty-one zones. From two to seven wholesalers have been appointed for each zone, whose sales

THE NEWS CIRCULATION

...strikes a new high!



- ★ the largest total daily average net paid circulation in the 64-year history of The Indianapolis News.
- ★ a gain of 19,920 over the month of May, 1933.
- ★ the most powerful coverage of the responsive Indianapolis Radius ever offered to advertisers by ONE newspaper.

Just a few facts which give The News even greater ability to do the advertising job thoroughly and economically.... ALONE.

THE INDIANAPOLIS NEWS

SELLS THE INDIANAPOLIS RADIUS

New York

Dan A. Carroll, 110 East 42nd St.

Chicago

J. E. Lutz, 180 N. Michigan Ave.

successful everywhere and will be mutually beneficial to the legitimate jeweler and yourself.

* * *

I attended the Wisconsin Jeweler's convention a few weeks ago as chairman of the resolution committee. The first resolution we presented was our wholehearted endorsement of Hamilton's modified plan of zone distribution which was voted on and carried unanimously.

Personally, we are 100 per cent for every policy which helps market goods that a retail jeweler sells and to give those goods proper protection by control of its selling price. This helps to identify the chiseler who must be eliminated to prevent a high-grade quality article from suffering through his activity. Fewer wholesalers in limited territories with close factory co-operation should help to raise the retail jewelry business to higher standards.

One particular advantage—obvious perhaps—that will result from the new distribution policy of is this: Should any trouble crop up in connection with any one wholesaler, the temporary demoralization will be confined to a comparatively small area. Moreover, the company will be in a position to use disciplinary measures without embarrassment resulting all over its entire market. "Control and protection are the keystones of the new Modified Zone Plan," says Ross Atkinson, Hamilton's director of sales. "Control through the designated distributors who are responsible for conditions in their respective zones. Protection of profits for the retailer and the wholesaler."

Now, briefly, for a description of

the Onyx idea on distribution.

To carry out the plan of selective distribution through wholesalers exclusively, the makers of Onyx hosiery have formed the National Onyx Sales Corporation, which will appoint wholesalers. This hosiery has previously been sold direct to retailers. Under the new scheme of things, all retailers, including chain stores, mail-order houses and group-buying organizations, will be sold only by wholesalers. Only selected wholesalers will carry the line and they will operate within defined territorial limits.

Hosiery merchandising has suffered greatly in recent years from overproduction, with the consequent series of ills that are all too familiar in many industries. Gyp artists, fly-by-night concerns and chiselers have prevailed and decent selling efforts have been handicapped—to put it mildly. It is the purpose of the new sales organization to have its line distributed only by merchants who will abide by its desire to have Onyx hosiery sold as a quality product. Destructive price-cutting methods will be discouraged. Wholesalers are now being appointed, who are favorably inclined toward conducting business on a high business plane.

Selected distribution, controlled distribution—call it what you will—as exemplified by the plans that have been put into effect by Hamilton and Onyx—may prove significant to many beleaguered manufacturers, beset by unfair competition and merchandising practices. An alliance of reputable manufacturers, respectable wholesalers and substantial retailers would seem to be hard to beat.

Loebenberg Joins Barrett

Alfred L. Loebenberg has been named an executive of the Barrett Company to act in the capacity of vice-president and assistant to the president. He has been vice-president of the U. S. Industrial Chemical Company. His headquarters will be at New York.

* * *

Piper to Direct Pepsodent Sales

Linn T. Piper, recently assistant to the president of the O-Cedar Corporation, Chicago, has been appointed sales manager of The Pepsodent Company, of that city.

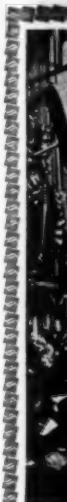
Advanced by Universal Atlas

C. A. Webb has been appointed sales manager of the Universal Atlas Cement Company, Chicago, in charge of the Chicago metropolitan territory. He has been associated with the company for seventeen years, most recently as district sales manager.

* * *

McFaden with "Liberty"

Frank T. McFaden, for the last eleven years with Cecil, Warwick & Cecil, has joined the New York sales staff of Liberty.



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— June 26



It was hot. And humid. It rained some every day. June was the month, the year 1919. New York was a mad city, too many people in it. The A.E.F. was coming home and uniforms were common in the street. Bands blared and parades passed at any time of day every day. Officer casuals, sweating under trench coats and kit bags, went cursing from hotel to hotel in search of rooms.

Prohibition, that Noble Experiment, was to be inaugurated at the end of the month. Protest meetings with many bands were held nightly in the old Madison Square Garden. Breweries gave away the last of their beer. Doormen on the wide granite steps of the old Belmont tenderly cleared away the mourners

succumbed to the celebratory glass.

Everybody had too little goods, too much business. Orders were sent out to a dozen firms. The one with stock on hand filled the order, the others received cancellations. Meanwhile business basked in the prosperity of unfilled and fictitious orders. And prices rose sporadically.

The War To End War was over. The New Day was at hand. Give a Job, screamed the posters, urged various Committees. Demobilized soldiers wandered around dazedly for a few days in the Big City, went home to civil life and reality.

* * *

Down in half a floor in the old Mail Building in City Hall Place a few frantic Chicagoans and a handful of newspaper men just out of uniform



were frantically devising a new paper. It was a harried *accouchement*. Nobody had exact specifications. It wasn't to be a newspaper precisely but more of a daily magazine. Pictures. Society. Sports. Theatres and movies. Fiction and features. The minimum unit of advertising was to be a quarter page.

In the advertising offices around town, former Middle Westerners bragged to representatives of New York papers—"Well, you birds'll see some real competition at last. The Chicago Tribune is going to give New York a real newspaper!" Such were the times that twenty-four pages of national advertising were secured before publication!

* * *

THE ILLUSTRATED Daily News first appeared Thursday, June 26.

It was hot. And humid. And it rained now and then.

Three pages of national copy ran in the first issue. Cancellations for the other twenty-one came in before noon!

That's about all that happened.

* * *

It was unlike anything ever before published. It wasn't a newspaper, by any charitable consideration. It most certainly was not a magazine. Advertisers gasped and inquired, "What is it?" Nobody could quite say, not even the people on it.

It was not very well printed, with an undeniably melancholic effect. The pictures bore an old tintype aspect and were garnished by archaic curlicues. The typography was strangely subdued, reminiscent of the boiler plate interior of a



country newspaper. And the make-up was casual, a natural cataclysm. It was all very discouraging.

Curiosity circulation in the first few days ran above 150,000 copies. By August the net paid lapsed to 11,000. Some of the pioneers went home. People in the know said it wouldn't be long now!

* * *

A FIFTH AVENUE store on one of those early days bought a quarter page and advertised a special of women's black silk hose at \$1.00. The wives of six of our men made purchases. The advertiser reported seven sales! We never did learn the identity of our Unknown Reader!

* * *

THE PAPER changed from day to day. The "Illustrated" was dropped. The editorial staff began to work together. With September came the Limericks—\$100 a day for the best last line. Circulation spurted. And January, 1920, averaged 141,238!

We have been criticized for our Contests by unknowing outsiders. The Contest is merely an artificial attraction, to engage the non-reader and hold him long enough to form a reading habit. Contests introduced The News to millions; some of them became permanent readers.

The long continuous growth of News circulation may pretty much be accounted for by two factors: 1)—The newspaper is a habit. The News has the shortest habit-form-

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★ First Issue, June 26, 1919

ing term of any newspaper. The reader becomes familiar with it faster. 2)—The News is a balanced newspaper, containing all the proper ingredients. It holds and satisfies!

STARTED simply on a comparative shoestring, printed on rented Mail presses, delivered by American News, The News began to pay for itself in sixteen months—a record.

The Want Ads did it. Until John Wanamaker slashed his prices in October and pricked the bubble, the year 1920 was a continuation of 1919. Somebody learned that Help Wanted copy in this new tabloid brought workers in great numbers, particularly women. Hence the tag, "stenographers' bible," appended to The News in its early years. Some days classified exceeded four pages.

Much of the classified disappeared in 1921, disappeared further as rates rose; was discontinued in 1924.

Today the number of advertisers who claim to have ordered the first display copy in The News would fill Madison Square Garden. They were not much in evidence in 1920. Most national advertisers were not interested. But little local shops found the gold mine. Hearn's was our first department store, in 1921. We had a half million circulation!

EARLY in 1921, a five-story building at 23-25 Park Place was rebuilt as a newspaper plant, and outgrown in five years. The Brooklyn plant, opened in 1926, spread production. The present News Building was planned in 1928, built in 1929, occupied in 1930.

Independent distribution, begun in 1922, accelerated growth. The Daily News passed the million mark February, 1926. The Sunday News, started in May, 1921, gained its first million in February, 1925, its second million in October, 1933. Linage went up every year, even in 1930 and 1931. February, 1932, brought the first lineage loss, April, 1933, brought gains again. The first five months of 1934 have run 185,000 lines ahead of 1931!

IT MUST be recalled that The News came at a stale period in newspaper





★ News Building, 1929

enterprise, the anti-climax after the war. It gave the reader greater convenience in the small page, more legibility in the eight point text, more interest in selected news, brevity in coverage, more attraction in pictures. It made the photograph a news vehicle, the camera a reporter. And it entertained with Chicago Tribune features, bedrock of circulation in hundreds of papers everywhere. Last but not least, it made women morning newspaper readers, made New York City a morning newspaper market!

JUNE 26 is the fifteenth birthday of The News. There were sixteen English language newspapers in New York in 1919. Only four have survived death, merger, or changed ownership. Only eleven remain.

In fifteen years The News has become the strongest newspaper in this country. It has not only the largest circulation in the United States, but the largest circulation of any newspaper issued in a single city.

The News has never won any Pulitzer prizes, any typographic awards or honorary degrees. But it has won and held the largest audience in this country, in the most competitive newspaper field!

To the advertiser it offered a new opportunity of immediate, inexpensive and effective access to the first market of the world. There is no longer any question as to its status as a medium, the audience it reaches, or whether it will work. Time, experience and success have answered all the real questions! In advertising volume it ranks with the first six newspapers in the country—first in retail, and first in revenue! With its 1928 rates and enormous subsequent increases in circulation added since, it offers the greatest opportunity in advertising today!

And remember that fifteen years is merely a start for a newspaper!

THE NEWS

New York's Picture Newspaper



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How and Why Manufacturers Should Sell to U. S.

This is the first of a series of five articles written by Mr. Wright on the subject of selling to the Government. His exhaustive study has convinced him that now is the psychological time to cultivate the Government as a customer. He will present facts, figures and concrete directions for getting this class of business.

His forthcoming articles—the present one being a discussion of the immediate procedures for getting Government business—will cover these subjects:

Government competition with business.

Effect of NRA upon Federal, State and County purchasing methods.

Prison manufacture and sale.

Recognition of brands in Government purchasing and relationship to technical standard specifications.

By Chester M. Wright

Washington Editorial Representative, PRINTERS' INK

TWO things justify renewed interest on the part of manufacturers in seeking Government business:

1. The increasing volume of Government purchases.

2. The checking of low-bid chiselers by NRA code provisions.

Some manufacturers have declined to make very strenuous efforts to get Government business. Sometimes it was the low bid principle of purchasing which meant too small a margin of profit for safe operation. Often a prejudice against all Government business developed as the result of a Federal, State, City or County purchasing agent's methods of doing business which were a deviation from the ethical principles under which he was supposed to operate.

That was in the past. Now those who are getting the business insist Government purchasing agents are more dependable than those in private industry. One may then ask, what is the best method of going after that business?

"The most satisfactory way to secure Government contracts," says G. A. Renard of the National Association of Purchasing Agents, "is

to definitely follow the instructions in the Government's inquiry for bids and quote on material in accordance with the specifications they ask for.

"I have heard a lot about influence, and so forth, and perhaps that has something to do with it, but I honestly believe that our larger governmental purchasing agencies place their contracts with those who meet their specifications on the most favorable terms."

That statement can be underscored in its application to the federal purchasing agents. With the installation of the Bureau of the Budget in 1921, the President of the United States assumed for the first time in the history of the country his position of responsibility as head of the business organization of Government.

Charles G. Dawes acted as his strong right arm in putting in an improved system of doing business. A number of co-ordinating boards were established—the federal specifications board, federal purchasing board, federal liquidation board, federal traffic board, federal real estate board and interdepartmental board of contracts and adjustments.

Dawes' order on the specifications board reads: "It shall be the duty of the federal specifications board to compile and adopt standard specifications for materials and services, and to bring specifications into harmony with the best commercial practice wherever conditions permit, bearing in mind the desirability of broadening the field of supply."

Out of that beginning has grown a monumental work, represented concretely by the federal standard stock catalog, foundation stone for Government purchase operations. It covers complete information on 135,000 items. It is the equivalent as a printing job of three large Webster's dictionaries. Analyses of its features which are of interest and practical value to executives will be contained in a subsequent article in **PRINTERS' INK**.

This article will deal essentially with immediate procedures for getting business:

1. If you are selling commodities that are in common use, such as wheelbarrows, shovels, typewriters, typewriter ribbons, pencils and office furniture, send a letter to

Procurement Division
Branch of Supply
Treasury Department
Washington, D. C.

telling what you have to offer and ask to be listed for bids on the items specified. Your request will be distributed automatically to all departments of Government purchase, and in due course you will get a chance to make a bid. Comparison of your bid with those of successful bidders will in time indicate whether the business will justify further attention on your part.

2. If you are interested in selling to the Government commodities not in common use, such as new inventions or new materials, contact the particular agency that can use it. That will be a matter of straight selling. The procurement division does not dictate what any agency of Government shall use in the way of equipment. The agency sets up its specifications and the procurement division makes

available all the sources of supply to meet those requirements. That is the general rule, subject to adjustment by the various co-ordinating boards.

3. If you are interested in selling materials for public works projects, contact the particular agency to which the funds are allotted—Federal, State, County or private.

Often Asks Manufacturers to Make a Bid

The Government does not wait for manufacturers to ask for business; it often asks manufacturers to bid. That is part of the procurement division's function of making available to Government agencies all available sources of supply. Standard reference works, such as Thomas Register, Sweet's Catalog and others are consulted for lists of manufacturers. Some attention is paid to advertising in standard magazine publications.

Part of the Government procedure is to advertise for bids. It is done to conform to the law, but it is incidental to the routine of getting as many manufacturers as possible to bid. There are publications, such as the *Government Advertiser*, which publish all Government proposals for bids for the benefit of business generally, and these have a larger circulation among possible bidders than mediums in which the Government would normally advertise.

Two misconceptions are often held in approaching the Government for business:

1. That Government purchases are by carload lots only. That is not so. The Government may buy as few as a dozen pencils.

2. That "drag" or inside influence is necessary. That is not so, because:

A. All Government business is on a competitive basis, except

B. Where it can be demonstrated that the article can be obtained only from one source because of a patent or a copyright.

Manufacturers' representatives in Washington are looked upon with favor by the purchasing agents when they are legitimate. They

Largest Home Coverage In the Los Angeles Market

**A circulation that is genuine—
paid for—read by the earners
and spenders.**

The daily "Times" is the only Los Angeles daily newspaper which today has a larger circulation than during the boom period prior to the depression.

In the local morning field, as shown by publisher's statements for the 6 months ending March 31, 1934, compared with same period in 1928—

Times' week-day circulation - - GAIN 19,067

Examiner's week-day circulation - LOSS 10,628

The Sunday Times during this six-year period gained more Sunday circulation than any other Southern California Sunday newspaper.

The Sunday Times not only beat the Sunday Examiner in gross gain, with 22,553 for the Times as against 19,408 for the Examiner, but the Sunday Times achieved this gain inside the local retail zone and without issuing any mid-week pre date editions.

LOS ANGELES TIMES

Williams, Lawrence & Cresmer Company, Representatives: 285 Madison Ave., New York, N. Y.; 360 N. Michigan Ave., Chicago, Ill.; 10-169 General Motors Bldg., Detroit, Mich.; 210 Chronicle Bldg., San Francisco, Calif.

are usually necessary to facilitating the routine of ordinary business, such as signing bills, certifying invoices, answering questions that may arise regarding purchases, and consulting regarding proper and practicable specifications.

Non-legitimate representatives are few in Washington. The hearings in connection with the air-mail contracts served to demon-

strate that the services of non-legitimate representatives were not worth while.

The first essential for a successful manufacturers' representative is that he shall have a thorough knowledge of his commodity. Trick salesmen are apt to run into technicians in the Government departments who know more about the product than the salesman knows.

Ayer Gets Milk Campaign

NEW YORK STATE'S \$500,000 milk advertising campaign will be handled by N. W. Ayer & Son, Inc., according to Charles H. Baldwin, Commissioner of Agriculture and Markets of that State. In making the announcement Mr. Baldwin stated that the selection had received the unanimous approval and recommendation of the Technical Advisory Board, which will have supervision of the campaign.

The \$500,000 appropriated by the Legislature will be raised by a tax

of 1 cent on each 100 pounds of milk (about forty-seven quarts) or its equivalent in cream produced and sold in New York State. The tax will be shared by producers and dealers throughout the State.

"Not only is this campaign a new venture in Government but it is a new and constructive approach designed to solve the problem of surplus in this, the most vital industry in New York State," said Mr. Baldwin in making the announcement of the agency appointment.

Studebaker to Advertise New Models

Studebaker's mid-summer introduction of "Year Ahead" models, according to the company, will be backed by one of the most aggressive and comprehensive promotional campaigns in its history.

The new models, bringing power brakes and tear-drop design to the low price field, make their formal debut on June 26.

Ten leading magazines will be used to acquaint the public with the new cars. There will also be an extensive use of automotive trade papers.

In addition to magazine and radio promotion, Studebaker will put a newspaper campaign behind the new cars. This campaign will include 600 newspapers in all parts of America. Four sizes of advertisements, the largest being 1,250 lines, have been prepared.

Elected by Cleveland Club

At the annual election of the Cleveland Advertising Club, last week, the following were elected directors: Harry W. Dankworth, the Dankworth Company; Charles L. Eshleman, Griswold-Eshleman Company; Sterling E. Graham, Cleveland Plain Dealer; Charles W. Mears, the Cleveland News, and S. A. Weissenburger, Halle Bros. Company.

J. H. McGraw Celebrates Fiftieth Business Year

James Herbert McGraw, chairman of the board of the McGraw-Hill Publishing Company, New York, celebrated his fiftieth anniversary in the publishing business, on June 18. Throughout the day, messages of congratulation came to him and there was a steady stream of visitors to his office as members of the McGraw-Hill staff called to express their good wishes.

Heads Frosted Foods

Edwin T. Gibson has been appointed president of the Frosted Foods Sales Corporation, New York. A. E. Stevens, since last fall assistant to James F. Brownless, president of the Frosted Foods Company, will be associated with Mr. Gibson in charge of all Frosted Foods sales. I. S. Randall, who has been with the company since its beginning, continues as manager of Birdseye institutional sales.

Bank Appoints Charles A. Smith

Charles A. Smith, who recently started his own advertising service as counselor for commercial and savings banks at New York, has been appointed advertising counsel for the Greenwich Savings Bank, of that city.

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Advertising on Trial

A.F.A. Convention Calls Witnesses for Prosecution and Defense,
and Submits Case to Public

By Bernard A. Grimes

ADVERTISING officially put itself on trial this week at the convention in New York of the Advertising Federation of America.

Broadcast over a national network, it gave the public the privilege of sitting in at the hearing of the case. Twelve executives, representative of industry and distribution, came to the trial prepared for the interrogation conducted by John B. Kennedy.

The "court" reviewed the charges that consumers have made against advertising. There was the much repeated claim that advertising is a waste; that it increases the cost of merchandise to the consumer; that too often its claims are untruthful; that it foists worthless products on a gullible public. The A.F.A., as the representative body of all advertising, it was explained, was dragging these charges out into the light and leaving it to the public to determine whether they are justified.

Emphasis was laid on the fact that the witnesses called upon were competent to testify. Their scope of business ranged from the sale of fish to the sale of autos. They included L. R. Boulware, sales manager, Easy Washing Machine Corporation; Miss Aubyn Chinn, chairman, Home Economics in Business, American Home Economics Association; James L. Madden, vice-president, Metropolitan Life Insurance Company; Allyn B. McIntire, vice-president, Pepperell Manufacturing Company; Miss Mary Murphy, of the Ernst Kern Store, Detroit; Thomas L. Burch, advertising manager, Borden Sales Company; L. G. Peed, general sales manager, DeSoto Motor Corporation; Chester H. Lang, director, publicity department, General Electric Company; G. R. Schaeffer, Marshall Field & Company; John A. Smith, Jr., Frank

E. Davis Fish Company; Robert W. Sparks, vice-president, Bowery Savings Bank, and Herbert J. Tiley, president of the Strawbridge & Clothier Store, Philadelphia.

First called on the stand was Mr. Boulware. He spoke to the point: Does a new invention such as a washing machine which does away with household drudgery, immediately find acceptance? His company's experience was to the contrary, growth was slow from 1909 to 1915 when a modest advertising program was embarked upon. It had immediate results. Salesmen found it easier to sell prospects and, shortly after, increased sales volume made it possible to reduce the cost of the machines to the public almost 25 per cent. Mr. Boulware also cited evidence to prove that advertising is directly responsible for the company's high employment during the depression.

Store's Advertising Created Employment

Miss Murphy was then asked to tell how the Ernst Kern Department Store reconciles its aggressive advertising when unemployment was at a peak and sales were falling off. The extra advertising done in 1933, she replied, accounted for employment in the store of more than 900 people and encouraged the obvious circulation of a lot of money that some people had to spend.

Well and good, but what did Miss Murphy have to say to those people who accuse advertising of gilding the lily and telling little white lies in order to make merchandise move quickly? You may be able to get away with it once, she replied, but no store or no advertiser builds confidence in his copy if things are misrepresented, that broken faith can only lead to one-time patronage.

WHY...

"She Loves Me Not" Succeeds on Broadway

BECAUSE THEY BOTH GOT



BACK of the outstanding success of the amusing comedy, "She Loves Me Not," now playing to standing room only on Broadway, is a fiction story—a story that first appeared in *The Saturday Evening Post*.

Back of the impressive popularity of Jantzen Swimming Suits on the world's favorite beaches is advertising—advertising that was concentrated in *The Saturday Evening Post*.

A recent survey established the fact that the Jantzen trademark is one of the best known in the country.

The Jantzen Mills, located in Portland, Ore., have smashed the ancient tradition that suc-

cess moves westward over the Rockies, that Western products rarely succeed in a big way in the East.

Yet Jantzen Suits have been advertised only twelve years, advertised during their limited selling season, advertised almost exclusively in *The Saturday Evening Post*!

What's that you're wondering? How about the rest of the world's best known trademarks?

Strangely enough, or not so strange, when you come to think of it, you'll find them all among those present—regular, consistent advertisers in the pages of *The Saturday Evening Post*.



THE POWER
AND LIFE T
NATIONAL

THE

WHY...

Jantzen Suits are a hit on every beach

THEIR START IN THE POST



THE JANTZEN KNITTING MILLS
authorize this statement:

"We, at Jantzen, find it difficult to express in adequate terms the true value of The Saturday Evening Post to our business. Actually it is inestimable.

"In 1922 our advertising started in the Post. Ever since, the Post has been the foundation of all our advertising plans and expenditures. Now a recent survey has determined that the Jantzen Red Diving Girl is one of the best known trademarks in the world and the best known trademark in the field of women's wear.

"This, we believe, is not only a tribute to our product, but an appraisal of the unmatched advertising power of the Post as a magazine everyone knows, believes and respects—for out of every dollar we have put into magazine advertising we have invested 69 cents in The Saturday Evening Post."



THE POWER THAT BRINGS NATIONAL REPUTATION TO AUTHORS
AND LIFE TO THEIR CHARACTERS IS THE SAME POWER THAT GIVES
NATIONAL REPUTATION TO ADVERTISERS AND LIFE TO THEIR TRADE

THE SATURDAY EVENING POST

"AN AMERICAN INSTITUTION"

Roosevelt Praises Conspicuous Service of Advertising

President Roosevelt wrote this letter to Edgar Kobak, president of the A.F.A., which was read at the opening session of the convention:

My dear Mr. Kobak:

Three years ago it was my pleasure to meet personally with the twenty-seventh annual convention of the Advertising Federation of America. Unfortunately, I cannot be with you in person this year, but I welcome this opportunity of extending a message of greeting to you.

May I call your attention to a statement I made to your organization three years ago: "There is one field of human effort which today is insufficiently touched by the benefits of advertising. In spreading the doctrine of the necessity of advertising, which your profession has so thoroughly sold the American public, you can help also to establish in the minds of people the importance of advertising the functions and operations of the various branches of government. If ever one thing needed advertising publicity, it is government—national, state, county and city. Our citizens are often in abysmal ignorance as to how government functions or how it is intended to function." If this was true three years ago, it also is true today.

The drastic economic and social emergency required an unprecedented degree of governmental action and participation in functions not normally vested in the government.

There are few groups which can accept and fulfill the responsibility of properly educating the public as well as the advertising fraternity. You have rendered conspicuous service thus far in presenting sound interpretations of the purposes and objectives of the recovery program.

I wish for you in your consideration of these broad and specific problems of advertising a most successful convention.

Very sincerely yours,

FRANKLIN D. ROOSEVELT.

As a representative of retail merchandising also, Mr. Schaeffer was asked what he thought of the criticism that advertising is an economic waste. A retailer, he answered, only does a part of his job until he tells the public what he has to offer and that advertising is the least expensive selling tool at his disposal. It multiplies the efficiency of the individual salesman and enables him to reach thousands at one time instead of one or two or a small group. The economic aspects of those who criticize advertising as a waste is knocked into a cocked hat when one takes the trouble to compare the cost of trying to reach even a few thousand people by personal salesmanship.

Granted that this was so, Mr.

Kennedy wasn't going to let Mr. Schaeffer rest the case there.

"Who pays for this advertising?" he demanded.

Patently Mr. Schaeffer explained that increased sales decrease costs of department overhead; the overhead saving in well-managed stores more than offsetting the advertising expenditure. And economy does not end here because lower overhead means lower retail prices.

Miss Chinn, as the spokesman for consumers, was invited to quizz Miss Murphy and Mr. Schaeffer. As she was in agreement with these two witnesses, she was invited to discuss the charge that advertisers, on occasion, have been guilty of giving out incorrect information. Artificiality, trick ap-

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peals and extravagant claims were decried; but, by the same token, Miss Chinn inferred that the average consumer would be bored with copy that was merely dull and stodgy, just a collection of facts.

Banker Sparks here interrupted to discuss the experience of savings banks in buying public confidence through the medium of advertising.

The accounts of savings banks in New York, he testified, have increased right through the depression, and the banks made no let-up in their advertising during that period. This advertising stressed the dependability of the institutions, a statement which prompted Mr. McIntire to declare that the quickest way to kill a poor product is to advertise it. A branded article, with rare exception, is a better piece of merchandise than one unbranded. The exception does not destroy the usefulness to the consumer of the brand for in such cases the brand identifies a poor product and is a warning to customers not to buy it.

Here Miss Chinn resumed her testimony to speak in favor of advertising that discusses standards of merchandise and the facts behind such standards which brought the investigation into the field of food advertising and a call for testimony from Mr. Mountrey, of Borden.

"Who would you say," quizzed Mr. Kennedy, "benefits most directly from your advertising of milk, the Borden Company, the dairy farmer, or the consumer?" This was hard to answer specifically but Mr. Burch had no doubt that advertising keeps the farmer busy supplying demand. But Mr. Kennedy insisted, milk is so low in price and so important a necessity, advertising would seem to be unnecessary.

During the depression, cited Mr. Burch, buying of milk continuously declined. Malnutrition increased among children, the farmer was left with a surplus which he had to dispose of at extremely low prices, and everyone suffered all around. Advertising not only helps

to alleviate this situation but it does so at little cost, representing only about 1/16 of a cent per quart.

Sticking to the commissary department, Mr. Smith was then asked to tell something about how advertising has served his company. He summed this up briefly with the declaration that if it were not for advertising, his company wouldn't have any fish business, that its transactions are conducted by direct mail, with the fish being sent to inland customers on approval. If personal salesmanship were to be depended upon as a substitute, prices would have to be raised so high that people would not be able to afford to buy and the company would have to go out of business.

Experience of the Electric Refrigeration Industry

From fish to electric refrigerators the evidence continued unchanged. Mr. Lang, of General Electric, asserted that without the advertising which preceded this year as well as current advertising, the industry would only be able to sell about 10 per cent of the 1,500,000 refrigerators now in use, and their cost would be considerably higher because the industry would have been deprived of the advantages of mass production.

A new device which G-E is putting on the market was described. Without advertising, less than 1,000 would be sold in a year and the unit price would be \$300. With advertising, a quota of 10,000 has been set and the unit price can be under \$100.

Mr. Peed, of DeSoto, likewise reviewed the history of an industry to prove how advertising results in reduced cost to the consumer, in addition to arousing his desire for goods which make life happier. Thirty years ago an automobile which, today, would be a funny contraption, would have cost \$1,480. Ten years of advertising by the industry brought the price down to \$1,250, and, in 1933, he gets a better and more economically operating car for \$700.

Mr. Tiley, bringing in the retail

Beverages for instance

The Philadelphia Bulletin carries a greater total of national advertising on tea, coffee, ginger ale, root beer, grape juice and tomato juice* than any other week-day newspaper in America, because Philadelphia is a great beverage market.

In beverages, too, the home influence plays a vital part in sales. Philadelphians are a home people. They have built a city containing more individual homes than any other city in America. Home is their hobby. Leisure is spent in the home. There is more eating at home . . . more entertaining at home.

And so—great quantities of advertised beverages are consumed in Philadelphia homes.

If you have a product that is consumed in the home, or an accessory or appliance that will

add to the comfort and convenience of home life, present it to these people who have made an art of home living.

You can reach every member of nearly every family in Philadelphia's home newspaper—The Evening Bulletin.

Its circulation (504,822 daily average for 1933) is two and one-half times the circulation of any other Philadelphia evening newspaper and is more than all morning newspapers combined.

Yet The Bulletin's advertising cost, because of this wide-spread reading interest, is one of the lowest among all newspapers in America.

Copyright, 1934, Bulletin Company, Philadelphia. Robert McLean, Pres. Wm. L. McLean, Jr., Vice-Pres. and Treas. Sales Offices: New York, Chicago, Detroit, Boston, San Francisco.

The Home Influence

How national advertisers regard the Philadelphia Home Market and The Bulletin is shown by the following 1933 lineage record:

The Bulletin, daily only, carried more national advertising than any other six-day newspaper in America.

The Bulletin, daily only,

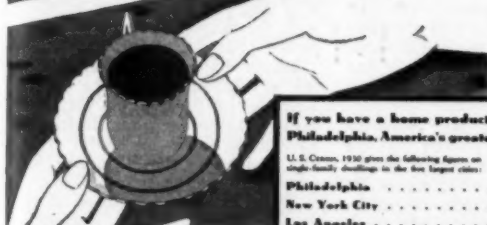
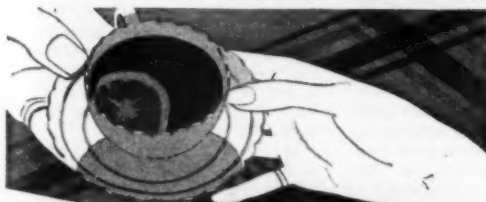
carried more national lineage on grocery products than any other newspaper in America, daily and Sunday combined.

The Bulletin, daily only, carried more lineage on electrical appliances and supplies than any other metropolitan newspaper in America, daily and Sunday combined.

THE PHILADELPHIA

Ev

(*Combine these beve



(*Combined linage on these beverages for 1933.)

If you have a home product to sell—sell it in Philadelphia, America's greatest market of homes

U. S. Census, 1930 gives the following figures on single-family dwellings in the five largest cities:

Single-family dwellings:

Philadelphia	364,457
New York City	304,037
Los Angeles	283,322
Detroit	269,081
Chicago	269,085

EVENING BULLETIN

viewpoint again, expressed the belief that advertising, in the main, is a highly refined multiple selling talk. There are examples of insincere ballyhoo, but, by and large, no fair-minded person would deny that advertising has raised the standard of living and of taste in America. He suggested a consideration of the furnishing of the average American home, of the dress of the average man or woman in America, with the furnishings and dress of other nations. Due reflection, he said, will credit the difference to the influence exerted by American advertising.

Tells of Metropolitan Life's Advertising

One more witness was called upon before the case of advertising was submitted to the bar of public opinion for its decision. Mr. Madden sketched the history of Metropolitan Life's health crusade from 1871 to date. Advertising was first begun in 1922 and the initial advertisement was part of its campaign against maternal mortality. Since that time this mortality has decreased 40.7 per cent among the company's industrial policyholders.

This was only one of many campaigns waged. By raising the standards of public health and increasing the life span of policyholders, Mr. Madden explained, the company protects itself against short-term investments and it can write off the cost of its advertising against the lengthened life span of its policyholders. The company is so convinced of the social value of health advertising that it has many times enlarged the field of this service.

In summing up, Mr. Kennedy observed that it is seldom that the public has a chance to look behind the scenes and see what makes big industries go. Because this is so, people are pretty apt to take much for granted.

In the testimony of every witness, whether retailer, motor manufacturer or fish merchant, not a single instance was disclosed where advertising increased the cost of the goods or service to the public.

Not once was it proved to be an economic waste. On this evidence, advertising rests its case.

* * *

The keynote for the convention leading up to the advertising clinic described above, was set at the opening session on Monday noon.

Edgar Kobak, retiring president, estimated that "not more than 5 per cent of all types of present-day advertising seems to be objectionable and merits the criticism which is now being directed indiscriminately at all advertising."

In emphasizing that this 5 per cent must positively be cleared up, Mr. Kobak insisted, nevertheless, that inasmuch as advertising aims to sell, it must appeal to the emotions. Even so, this appeal must be honest.

Mr. Kobak happily was in a position to emphasize his remarks by reading the letter from President Roosevelt which appears on another page.

C. M. Chester, president of the General Foods Corporation, told the convention that suspension regarding the regimentation of industry made lasting business recovery impossible. He charged that "the heads of Communism, Fascism and other isms have invaded even our official Government circles.

"If the issue in this country is regimentation, let's have it settled by a vote of the people. I am unaware that this question was involved in the last election. Certain it is that progress cannot be made with the business mind in the disturbed condition it is today."

Mayor LaGuardia, extending to the advertising people the official welcome of New York City, expressed the opinion that "legitimate advertising will not suffer from any legislation that Congress has passed or may pass."

The outstanding features of the convention—second, of course, to the advertising clinic—were the addresses of Mrs. Anna Steese Richardson, director of the Good Citizenship Bureau of the *Woman's Home Companion*, and Henry A. Wallace, Secretary of Agriculture.

It is not detracting a particle from the quality and importance of Secretary Wallace's address to say that Mrs. Richardson ran away with the convention. Her address was one of those happy inspirational affairs that come about just because they have to. Most of it is presented as the leading article of this issue.

No Quarrel with Advertising as Such

Secretary Wallace, under whose administration attempts were made to revise the Food and Drugs Act—attempts that kept advertisers, agents and publishers in turmoil for months—declared that he had no quarrel with advertising as such. It had done a splendid job. Nevertheless, in his estimation, the advertising people had never believed essentially in what he terms the approach of the intelligentsia.

"You, the advertising people of this country," he said, "have never believed essentially in what you might call the approach of the intelligentsia, the approach of the brain trust, if you please.

"You have felt your way. You believed strenuously in truth, and your slogan was 'Truth in Advertising.' You believed in that from the very bottom of your heart. You didn't care to analyze it very definitely with your mind. But you tried to arrive at it, to feel your way into the next impulse of humanity.

"From that point of view, it seems to me that there is something in advertising that has much in common with what the ministers are trying to do. They have a selling job to do. You have a selling job. You try to appeal to many of the same fundamental impulses. You try to steal up on the problem unawares, because you are so skilful and have been so successful.

"It is peculiarly necessary, when the nation comes into very difficult times, that you realize your responsibility perhaps to some extent more than you have in the past not only from the standpoint of truth in advertising—and it would not be my intent to discuss that particular matter; your Food

and Drug Bill, on which I wish to congratulate you for your exceedingly broad-gauged attitude, not only from the standpoint of seeing that the consumptive power of the people to whom you appeal is preserved for the things that are more worth while after all, if in some concerted way you do find it possible to see that a certain percentage of consuming purchasing power is not used for these things which tend to tear down in one way or another, these things which, to some extent, are degrading.

"I am suggesting that there is a tremendous job in the way of molding human desires, a job which has to do with certain fundamental things which we will have to face whether we are Republican or Democrat, whether we are advertising men or farmers, or laboring men or bankers, or whatever we may be. It is easily possible that the forces which are set in motion at the present time can lead us with rather extraordinary speed into a prosperity the like of which we have never seen."

Murphy and Hodges Preside

Charles E. Murphy, program chairman and past president of the Advertising Club of New York, presided at the opening session.

Gilbert Hodges, of the executive board of *The Sun*, New York, and chairman of the A.F.A. Board, presided at the dinner on Monday night. Here it was that Secretary Wallace made his speech. Another address at the dinner was by H. B. Kaltenborn.

As this issue of PRINTERS' INK went to press the convention had concluded most of its activities excepting one general session, election of officers and adoption of declarations of policy on important matters relating to advertising. This was expected to be done at the concluding session.

Next week's PRINTERS' INK will contain an analytical report summing up and commenting upon the activities of the convention as a whole. In this same issue the various doings of the numerous departmental sessions will be set forth.

Of course you have a white tie. You may wear tails like an ambassador, too. But you don't flaunt a cummerbund at the office or sell your goods in fancy clothes.

TALK BUSINESS IN A

It takes all kinds of publications to make a Standard Rate and Data. Some wear silk and some blue denim; some are dressed up, and others are in plain clothes.

All of them have their advertising uses. If it's breakfast food you're selling, look to Ladies' Home Journal and Woman's Home Companion, McCall's and Delineator and Good Housekeeping. If it's in New York, the New Yorker is a natural. For lingerie and loveliness, Vogue and Harper's Bazaar, of course; for mass market crashing, the Post, Collier's, Liberty, The American Weekly, the newspapers, the N. B. C. and the C. B. S.

But if it's large and expensive ideas you're selling (like advertising in certain magazines) or major expenditures you're asking for (like a fleet of Chevrolets, a Pierce-Arrow, or a fat policy) charm, wit, and fancy clothes won't do you much good. You'd best put on a business suit, and we'd suggest the neat, dark gray one with the quiet check.

Business Week wears a business suit. Its working clothes are plain, and purposely inconspicuous. But, though plain, they are rich in their quiet way (you know how much a *good* business suit can cost) and therefore acceptable in the luxurious corner offices.

Yes, Business Week is useful rather than decorative. Our pages are not to look at but to read. This editorial decorum is not a pose, it's a necessity. We have so much to tell, and our publishing schedule is so fast, our readers' time so valuable, that we don't go in for pretty pictures or distracting display. And while Business Week, to the average man, is as dull as ticker tape to a Chinese missionary, our readers are not average men or Chinese missionaries.

Business Week's format is deliberately designed for rapid editing and rapid reading. The Business Index page gives a

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A BUSINESS SUIT

summary of conditions at a glance, where we are, where we were, and why; all the salient facts and figures. The Business Outlook is the ideas behind the facts; the Washington Bulletin gives the last-minute lowdown, right from the governmental paddock. The first page features the first story. Then, for page after page, crisp, complete headlines and brief, smooth stories carry the reader swiftly through the significant developments of the week, with finally the foreign and financial summaries and the outspoken editorial.

Physically, our aim is not to attract or amuse readers, but to serve them. Hence there are no trick heads, no run-arounds or jumplines. The way from our minds to theirs is not obstructed with self-conscious writing, or forced departmentalizing. Busy men can run their eyes over the pages, get the information they want quickly and without effort.

Mentally, Business Week is mature to match its readers. Its job is to keep informed the men who know what it's all about anyway, who can take what they need to know, even when it's not what they want to hear.

Advertising which talks business can share the business-like background of Business Week. Bankers, advertising men, oil men, manufacturers, automobile makers, insurance men—all who have something to sell to business men, as such or as the important individuals in their community—can reach in Business Week the active leaders of American Business.

BUSINESS WEEK

Rise and Fall of Brands

A Study of Psychology and Dynamic Research, Also Defense of Advertising from Unexpected Source

In these days when so many people—including business men—are looking upon advertising with skepticism, it is somewhat inspirational to see a psychological group coming to the defense of advertising on basic psychological grounds. Dr. Link, speaking at the A.F.A. convention in New York this week, made such a presentation and in part it follows here.

By Henry C. Link

Secretary, The Psychological Corporation

NOT long ago, the general sales manager of one of our largest companies expressed his despair with the illogical fashion with which the public adopted first one brand and then another, even though the brands were about the same in quality. He cited instances, not only in regard to his own products but others, to illustrate the public's mysterious favoritisms, and finished with the question: Can these mass movements be understood and controlled?

The answer is yes, if we employ dynamic research, no if our research is static. By dynamic research I mean studies of the influences causing people to act as they do *while those influences are doing their work*. By static research I mean studies made to discover what has already happened. I think most research men will agree that too often they are called on to investigate a situation in which everything else has been tried, and research is the last resort. We are then called on to perform a post-mortem, as it were, on a situation where the damage has been pretty well done. Research of this kind may discover the traces of the poison in the body. It may throw *some* light on the reasons for a mass movement, but it is too late to arrest that movement, even though not too late to start a new movement.

Dynamic research is, first of all, fair weather research—research

that is carried on periodically even when the need for it is not apparent. In fourteen studies in over 30,000 homes, conducted during the last two years, and without the restraints of any commercial considerations, we have measured the rise and decline of brands and been able to measure, with increasing certainty, the forces causing these movements.

Last year it became obvious to everyone that a strong trend had set in toward a certain brand of cigarette and against another brand. We first discovered this trend in December, 1931, and its causes in March, 1932. At that time its effects were still slight and our results were not believed until almost a year later. By that time the influences which did their work in 1931 and probably earlier, had gathered great momentum, and the results were increasingly apparent during 1933. Now, when these results are generally recognized, our studies show that beginning about a year ago, the influences which had helped a certain brand began to wane, and eight months ago we found the first signs of a trend against this brand. This trend has become increasingly strong since then.

Psychologists, without orders, but from the inner compulsion of their science and profession, have developed techniques which are dynamic in that they measure the forces influencing behavior and

ONE Medium Covers the ENTIRE Worcester Market

Within the city of Worcester and
the average 18-mile Worcester sub-
urban trading territory (ABC) live **93,400**
Families

(Not counting boarders, roomers, transients)

Within this same territory the **94,462**
Telegram-Gazette sells daily more than
one newspaper for every family— **Papers**

The stability of this circulation is shown by the fact that throughout this area, among all families which every day receive in their homes a Worcester newspaper, the Telegram-Gazette maintains a home-effective coverage of

MORE THAN 85% SIX DAYS EVERY WEEK

The ENTIRE Worcester Market—one of the richest in the nation—is effectively cultivated through these newspapers ALONE.

THE TELEGRAM-GAZETTE

Worcester, Massachusetts

GEORGE F. BOOTH, *Publisher*

Paul Block and Associates, National Representatives

New York Boston Chicago Detroit Philadelphia San Francisco Los Angeles

TOTAL AVERAGE NET PAID DAILY CIRCULATION
MORE THAN 100,000 FOR OVER 7 YEARS



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AS WE GO THROUGH THE Files of 50 Years

We can with difficulty resist the temptation to become mellow as we go back through the years, seeing and feeling Pittsburgh in the making, in the living.

As we review the issues of The Press since June 23, 1884, we can hear a million voices, all shades, all tones. We can see a million shadows, some bold, others furtive, many sublime, as we live fifty years, in a few transcendent hours through the news pages of The Press.

Then bolder shadows of the makers of The Press come into view. Fifty years ago, the pioneers, courageous dreamers . . . Thomas J. Keenan and Charles W. Houston. Seventeen years later, the planners and visualizers . . . Oliver S. Hershman and Harry C. Milholland. Since 1923, Scripps-Howard.

Appropriate now to give a salute to these builders and to every man and woman connected with The Press during its fifty years for the part they played in making The Press a great newspaper for Pittsburgh and for Pittsburgh people, with the natural result . . .

today, AFTER 50 YEARS

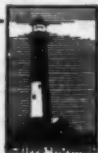
FIRST *in Pittsburgh*
FIFTH *in the World*

IN ADVERTISING VOLUME

The Pittsburgh Press

A Scripps-Howard Newspaper

NATIONAL ADVERTISING
DEPARTMENT OF
SCRIPPS-HOWARD
NEWSPAPERS
230 PARK AVE., N. Y. C.



MEMBER OF THE UNITED
PRESS... AUDIT BUREAU OF
CIRCULATIONS...
METROPOLITAN SUNDAY
NEWSPAPERS and of
MEDIA RECORDS, INC.

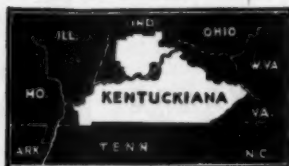
CHICAGO • SAN FRANCISCO • LOS ANGELES • DALLAS
DETROIT • PHILADELPHIA • ATLANTA

CULTIVATE THIS PROSPERING MARKET!

The sales potentialities of the Greater Louisville Market have been materially increased by the addition of \$12,000,000 for rental and benefit payment to the \$31,000,000 income of the tobacco growers in this section this year.

This, first real money that has come into Kentucky under the Agricultural Adjustment Act, will undoubtedly have a strong stimulating effect on business.

Business conditions in Kentuckiana are already well above the national average and alert merchandisers have realized the importance of reaching this prospering market with their advertising message.



Kentuckiana, the Greater Louisville Market, includes practically all of Kentucky and a large portion of Southern Indiana.

... And they know that the Greater Louisville Market can be reached and sold effectively at a single low cost through one medium that gives metropolitan coverage in this section . . .

The Courier-Journal. THE LOUISVILLE TIMES.

Major Market Newspapers, Inc. -1- Audit Bureau of Circulations
REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

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Psychologists have discovered that sales tests are often a very inadequate way of measuring the influence of advertising, and in some cases can even say, categorically, that a sales test will not give reliable results. In such fields as cigarettes, for example, where men have the habit of smoking the same brand for three, five and seven years, depending on the number of cigarettes they smoke per day, it takes so long for any new advertising force to produce new sales that the sales test at the time of campaigns is practically worthless. This applies, in varying degrees, to dentifrices, shaving creams, refrigerators, automobiles, face creams—wherever people have habits which are strongly engrained and slow to move.

Advertising is a dynamic psychological force—when it works—and must be studied as such. This statement sounds like a bromide but too often in the past decade, advertising has been treated as an economic and static force. By that I mean that there has been too much adherence to the belief that sheer weight of advertising, size, repetition, time, expensive talent or layouts, media, and other quantitative mechanical features did the work. Even today, important executives will spend months and many dollars deciding upon what media they should use in a million-dollar appropriation, as compared with days and cents in deciding upon the message that will be put into these media, whatever they may be. The dynamics in advertising are a psychological, not a physical matter. The mechanics, the media, are necessary, but incidental to the message to be conveyed or the work to be done in people's minds.

Concomitant with the growing emphasis during the past decade on the economics or the physical aspects of advertising, that is buying power, mass markets, circulation or coverage, sheer power of size, time, repetition and layout, there has developed a decided de-

cline of faith in the power of advertising. We see this manifested in several ways. One is the tendency to return to old forms, to kinds of advertising that were successful in the good old days. A few such campaigns, because of their novelty may be effective. But the missing ingredient is fatuous. It ignores all the fine things which have been developed in the techniques of advertising, and assumes that the public will give up its one-piece bathing suits and return to the ugly contraptions of earlier times—mentally.

Another sign of decreasing faith in advertising has been the tremendous emphasis on price rather than on novelty, improved quality, etc. Price is, of course, important and has deserved special attention recently. But our studies show that the emphasis on price has sometimes been a desperate substitute for ineffective advertising, and often a substitute for some improvement in the product.

Advertising's History Is History of Quality

The history of successful advertising has been the history of better and better products, the emphasis on quality rather than price, the raising of people's ideals and habits to higher levels of living and enjoyment. In direct proportion to its emphasis on price, advertising becomes unnecessary and even harmful. In a large study we made recently, among dealers and consumers, our conclusion was: Lowering the price of your product will help temporarily, but unless you improve the advertising or the product, so that people will want to buy it in spite of its price, the advantage will be only temporary.

The dynamic power of advertising has and must continue to reside in its ability to make people stretch themselves, and to buy things in spite of their price. The automobile industry is an almost perfect example of product improvement, and advertising which emphasizes qualities or features with due regard to price.

Another sign of the growing skepticism about advertising as a

force is the fad for sincerity. I call it a fad because it is growing like a fad, without conscious understanding of its significance. Our studies show many situations in which insincere advertising has been harmful to itself, but we have discovered nothing to show that sincerity, as such only, accomplishes great things. Sincerity by itself is not advertising. Good advertising is sincere, but sincerity *plus something*. It is this plus something which makes advertising dynamic—the voice crying in the wilderness, the steam calliope of the circus, the lightning and thunder of the storm, the brass band of the parade, the platform of a political party, the slogan which unites a people in war. It is all those things which lead people to do and to try things which otherwise they may never have thought of.

In Praise of the Force of Ballyhoo

The Forgotten Man, the New Deal, what are these phrases but the advertising slogans for a sincere attempt to change the country's habits of despair and inertia into habits of adventure and initiative. Ballyhoo is a phrase that too often scares advertisers. I venture to predict that it will soon become a term used with respectful amusement. No great public movement, not excepting the New Deal, has been achieved without ballyhoo. Ballyhoo or advertising is the force which lifts people out of themselves and their old habits into another world. We may step into the wrong world, momentarily, but at least we step. Even the Government finds it necessary to advertise its Tennessee Valley Project. Its sincerity in providing cheap power is no solution for this problem, or any other problem it has to face.

One form of static research to which advertisers have become subservient is economic research in regard to buying power and markets based on buying power. With due regard for the realities, this is a confession of weakness or a lack of faith in advertising. True,

economists overwhelm us with figures on deposits, unemployment, lower incomes, lower value of the dollar, and all those facts which represent a static conception of buying power. But the buying power of the country today is still greater than it was twenty years ago. The amounts paid to individuals on Government relief programs represent a buying power today which would have been considered living in luxury not so many years ago.

If the business of the country since its beginnings had been planned on the basis of its buying power, we should never have reached any present standard of living. Buying power is something elastic, something dynamic. It grows out of the powerful desires of people for things they don't possess, and their willingness to speculate on the future. If the early settlers had been afraid of the Indians, things would be different today. If the early pioneers had been afraid of the big open spaces, the Covered Wagons would not have spanned the continent as they did.

Advertising has become the organized expression of the pioneering force in our industrial civilization. It is the band in the parade, out of tune at times, too loud sometimes, too quiet far too often, but still with the power to thrill and to move. If the American public has lost its spirit of adventure, been deadened emotionally by the shocks of a great depression, so that it no longer responds to the blare of trumpets, then we might as well all sit in our barracks, and do what some Tom, Dick, or Harry tells us, get ready for *table d'hôte* meals, and look for the time when we shall all wear black shirts and salute some new demagog.

I believe the band needs to play not only louder but with better tunes. I believe that advertising must be not only more confident and extensive but find new and more stimulating themes and products. The power and willingness of the public to respond is, I am convinced, there.

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UNIFORM RESPONSIVENESS

Scripps-Howard editorial policy, founded on sincere public service, has merited and won reader-respect and loyalty in 24 important markets. Scripps-Howard newspapers offer the highest concentration of circulation available in one unit for national advertising . . . *uniform responsiveness* . . . minimum of waste.

SCRIPPS-HOWARD NEWSPAPERS

MEMBERS OF THE UNITED PRESS . . . OF THE AUDIT BUREAU OF CIRCULATIONS and of MEDIA RECORDS, INC.

New York, Chicago, Detroit, Atlanta, San Francisco, Philadelphia, Los Angeles, Dallas



World



Telegraph

HOME

Subsidiary News, Page 4

PRICE THREE CENTS

Vol. 101, No. 10, 1934. NEW YORK, SATURDAY, MAY 19, 1934.

BUTLER ADMITS PLOT TO KIDNAP NEWARK CHILD

Butler of Newark States That He Had Plot to Kidnap Child of Newark, N. J.

NEWARK, May 19.—(AP)—Butler of Newark, N. J., today admitted that he had plotted to kidnap a child of Newark, N. J., and to take the child to New York City. Butler, who is a member of the Newark Police Department, was arrested today on a charge of conspiracy to kidnap a child. He is accused of plotting with a group of men to kidnap a child of Newark, N. J., and to take the child to New York City. Butler is accused of plotting with a group of men to kidnap a child of Newark, N. J., and to take the child to New York City. Butler is accused of plotting with a group of men to kidnap a child of Newark, N. J., and to take the child to New York City.

SEVEN MORE SEIZED IN DRIVE ON CRIME

Seizure Held on Conviction with Known Felons.

NEW YORK, May 19.—(AP)—Seven more persons were seized today in a drive on crime. The seizure was held on conviction with known felons. The seven persons were seized today in a drive on crime. The seizure was held on conviction with known felons. The seven persons were seized today in a drive on crime. The seizure was held on conviction with known felons.

HOPE FOR TRINITY PEACE

Peace Conference May Be Held at Newark, N. J.

NEWARK, May 19.—(AP)—There is hope for a peace conference to be held at Newark, N. J., today. The peace conference is expected to be held at Newark, N. J., today. The peace conference is expected to be held at Newark, N. J., today. The peace conference is expected to be held at Newark, N. J., today.

PLEBISCITE IN IRISH STRIKE

Irishmen May Vote on Whether to Strike.

DUBLIN, May 19.—(AP)—A plebiscite will be held today in Ireland to determine whether or not the Irishmen should strike. The plebiscite will be held today in Ireland to determine whether or not the Irishmen should strike. The plebiscite will be held today in Ireland to determine whether or not the Irishmen should strike.

Relief Men Usurp Civil Service Jobs, H. E. Kaplan Charges

Relief Association Head Threatens Court Action—Declares Workers Were Treated at Lower Pay—“Overstaffing” Pretext.

WASHINGTON, May 19.—(AP)—H. E. Kaplan, head of the National Relief Association, today threatened court action against the Federal Government. Kaplan declared that the Federal Government had usurped civil service jobs and that the workers were treated at a lower pay. Kaplan accused the Federal Government of “overstaffing” and of treating the workers at a lower pay.

GRAN WILLING TO LEAD CUBA

Refuses to Join Former President for Presidency, but Offers Leadership.

HAVANA, May 19.—(AP)—Gran, former President of Cuba, today refused to join the former President for the presidency, but offered leadership. Gran declared that he was willing to lead Cuba, but he was not willing to join the former President for the presidency. Gran offered leadership to the people of Cuba.

MAYOR TO BE ASKED TO SIGN BUREAU IN CITY

Mayor of New York City May Be Asked to Sign Bureau in City.

NEW YORK, May 19.—(AP)—The Mayor of New York City may be asked to sign a bureau in the city. The Mayor of New York City may be asked to sign a bureau in the city. The Mayor of New York City may be asked to sign a bureau in the city.

KUMAPERS CAPTURE MEXICAN CAPITALIST

Revolutionary Forces Seize Control of Mexico City.

MEXICO CITY, May 19.—(AP)—Revolutionary forces today captured a Mexican capitalist. The revolutionary forces seized control of Mexico City. The revolutionary forces captured a Mexican capitalist.

RAID BOMB BOMB PHILADELPHIA

Bombing of Philadelphia May Be Result of Strike.

PHILADELPHIA, May 19.—(AP)—A bombing of Philadelphia may be the result of a strike. The bombing of Philadelphia may be the result of a strike. The bombing of Philadelphia may be the result of a strike.

WILD YELLING REBELLIOUS

Rebels in Mexico City May Be Result of Strike.

MEXICO CITY, May 19.—(AP)—Wild yelling and rebellious behavior in Mexico City may be the result of a strike. The wild yelling and rebellious behavior in Mexico City may be the result of a strike. The wild yelling and rebellious behavior in Mexico City may be the result of a strike.

ACCORD ENDS THREAT OF WAR OVER LETICIA

Colombia, Peru and Brazil Reach Agreement in the Dispute.

BOGOTA, May 19.—(AP)—An accord today ended the threat of war over Leticia. Colombia, Peru and Brazil reached an agreement in the dispute. The accord ended the threat of war over Leticia.

THREATS TO GOY NEGOTIATIONS

Threats to Go to War Over Leticia.

BOGOTA, May 19.—(AP)—Threats to go to war over Leticia. The threats to go to war over Leticia. The threats to go to war over Leticia.

SOVIET STRIKE-TOWN, JUGOSLAVIA FEARS

Communists in Belgrade May Be Result of Strike.

BELGRADE, May 19.—(AP)—Soviet strike-town, Yugoslavia fears. The Soviet strike-town, Yugoslavia fears. The Soviet strike-town, Yugoslavia fears.

INDUSTRIAL THEFTS DISAPPEAR WITH \$400

Industrial Theft in New York City May Be Result of Strike.

NEW YORK, May 19.—(AP)—Industrial thefts in New York City may be the result of a strike. The industrial thefts in New York City may be the result of a strike. The industrial thefts in New York City may be the result of a strike.

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U. S. TAKES LEADERSHIP IN CHACO EMBARGO PLAN

U. S. Takes Leadership in Chaco Embargo Plan.

WASHINGTON, May 19.—(AP)—The United States today took leadership in a Chaco embargo plan. The United States took leadership in a Chaco embargo plan. The United States took leadership in a Chaco embargo plan.

CONBOY FAILS TO ACT AGAINST TITLE FIRMS

U. S. Attorney Refused to Tell Plans for Action in World.

WASHINGTON, May 19.—(AP)—A conboy failed to act against title firms. The conboy failed to act against title firms. The conboy failed to act against title firms.

ARREST STRIKES \$900,000 BLAZE HAZES WHARFS

Fire in New York City May Be Result of Strike.

NEW YORK, May 19.—(AP)—An arrest strikes a \$900,000 blaze hazing wharves. The arrest strikes a \$900,000 blaze hazing wharves. The arrest strikes a \$900,000 blaze hazing wharves.

JOHNSON RELAXES PRESS BAN ON IRA

Generalissimo Franco May Be Result of Strike.

MADRID, May 19.—(AP)—Generalissimo Franco today relaxed the press ban on the IRA. The generalissimo relaxed the press ban on the IRA. The generalissimo relaxed the press ban on the IRA.

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Specimen First Page
New York World-Telegram

Uniform Responsiveness

Typical pages from Scripps-Howard newspapers make evident the uniform standards of editorial character and enterprise which result in uniform and outstanding responsiveness for advertisers.

Scripps-Howard Newspapers



All Scripps-Howard newspapers make evident the uniform standards of editorial character and enterprise which result in uniform and outstanding responsiveness for advertisers.

APRIL 21, 1931.

THE INDIANAPOLIS TIMES

Derby Will Be Seen by City Folk

Several Parties Already Planned to Attend Sport Classic.

It is expected that the entire racing crowd will be in the city for the Derby. Several parties already planned to attend the sport classic.



MRS. T. A. GUMBRECHT, JR. Photo by KELLEY

Mrs. T. A. Gumbrecht, Jr. is one of the many who will be in the city for the Derby. She is the wife of T. A. Gumbrecht, Jr., who is a member of the Indianapolis Athletic Club.

Mrs. Gumbrecht is the wife of T. A. Gumbrecht, Jr., who is a member of the Indianapolis Athletic Club. She is the daughter of Mr. and Mrs. J. H. Gumbrecht.

Mrs. Gumbrecht is the wife of T. A. Gumbrecht, Jr., who is a member of the Indianapolis Athletic Club. She is the daughter of Mr. and Mrs. J. H. Gumbrecht.

STATE GROUP WILL ATTEND MEETING

The State Group of the Indianapolis Athletic Club will attend a meeting on Friday, April 24, at 8 p. m. at the club house.

CHIO ALUMNUS TO CHOOSE OFFICERS

The Chio Alumnae Association will hold a meeting on Friday, April 24, at 8 p. m. at the club house to choose officers for the coming year.

Indiana and Illinois Representatives at Zeta Tau Alpha Meeting

Representatives from Indiana and Illinois will attend a meeting of the Zeta Tau Alpha chapter on Friday, April 24, at 8 p. m. at the club house.

Society



MRS. T. A. GUMBRECHT, JR. Photo by KELLEY



MISS VIRGINIA JUDD



MISS JEAN DEPUY - DINED WITH REFUSE



MISS FRANK A. MCGOWAN Photo by REITZMAN



MISS MARY GERTRUDE SPENCE Photo by REITZMAN

MISS STONE WED IN OCTOBER 1930

Miss Stone, who was married in October 1930, is the daughter of Mr. and Mrs. J. H. Stone.

Sunshine Club Luncheon Will Have May Motif

The Sunshine Club will hold a luncheon on May 1, with a May motif. The luncheon will be held at the club house.

Business and Professional Club to Hold 'Pop' Session

The Business and Professional Club will hold a 'Pop' session on Friday, April 24, at 8 p. m. at the club house.

Dr. Bryan Will Be Speaker at Praise Meeting

Dr. Bryan will be the speaker at a praise meeting on Friday, April 24, at 8 p. m. at the club house.

RAYFLOWER GROUP TO HOLD MEETING

The Rayflower Group will hold a meeting on Friday, April 24, at 8 p. m. at the club house.

ALBERT F. SHEFF TO ADDRESS CLUB

Albert F. Sheff will address the club on Friday, April 24, at 8 p. m. at the club house.

Chapter Luncheon Set for Friday

A chapter luncheon is set for Friday, April 24, at 8 p. m. at the club house.

White Cross Center Luncheon Committee Announced

The White Cross Center Luncheon Committee has been announced.

Specimen Society Page
Indianapolis Times

Uniform Responsiveness

News of society is an important factor in engaging the enthusiastic interest of women readers—"the purchasing agents of the home." Fine portrait photography distinguishes Scripps-Howard society pages.

Scripps - Howard Newspapers



News train
femin

Scri

Photographer, Specializing on Children, Presents Exhibit of Recent Pictures

These portraits and individuality is not dependent on a matter of years in chosen to these interesting photo studies of children of Columbus and nearby towns.

These photos here are among the pictures on display through Friday, Saturday and Sunday at the studio of William Leonard Perry, 1213 E. Broad street.

Donna Clara Martin and Paul, two children are the daughter of Mr. and Mrs. L. H. Martin, 1213 E. Broad street. These are four years old and are the only children of the family.

George W. Martin is the 12 month old son of Mr. and Mrs. W. H. Martin, 1213 E. Broad street.



Elizabeth Ann Armstrong



William Leonard Perry

Wells College Alumnae Get Invitations

Mrs. E. H. Foster Among Invitations Will Be Read

A number of Wells College alumnae have received invitations to the annual convention of the Wells College Alumnae Association, which will be held at the Hotel Hamilton, New York, on June 12 and 13.

The convention will be held at the Hotel Hamilton, New York, on June 12 and 13. The convention will be held at the Hotel Hamilton, New York, on June 12 and 13.



Spokane Falls

Spokane Falls

Mayflower Descendants Will Meet Here May 26

Columbus Center to Hold Session During State Convention at Faculty Club

The Faculty Club will be the center of the May 26 meeting of the Mayflower Descendants. Descendants from all parts of the state will be here for the session, which begins at 10 a. m. with a breakfast and business meeting.

A special session has been added to the program, which will be held at the Faculty Club.

Violin Recital At 4 P.M. Sunday

Miss Lela Oiler to Give Program at Hopkins Studio

Miss Lela Oiler, 222 Broadway, will give a violin recital at the Hopkins Studio, 1213 E. Broad street, at 4 p. m. Sunday.

Lynd-Narney Nuptials Are Announced

The nuptials of Miss Lynd-Narney will be held at the Hotel Hamilton, New York, on June 12 and 13. The nuptials will be held at the Hotel Hamilton, New York, on June 12 and 13.

Carr-Harrigan Wedding Plans Being Announced

Northwood Avenue Girl to Be Married in St. Mary's Church at Urbana

A engagement and June wedding plans are being announced for Miss Carr-Harrigan. The wedding will be held at St. Mary's Church, Urbana, on June 12 and 13.

Artists Plan Reception At Hotel Sunday

Young artists of Franklin County will give a reception at the Hotel Hamilton, New York, on June 12 and 13.

Society Alumnae To Hold Party

The Society Alumnae will hold a party at the Hotel Hamilton, New York, on June 12 and 13.

Alpha Chi Omega Entertains at Ym

The Alpha Chi Omega chapter will entertain at the Ym, on June 12 and 13.

Club Entertained At Bridge Party

The Club will be entertained at a bridge party on June 12 and 13.

Specimen Society Page Columbus Citizen

Uniform Responsiveness

The quality of a newspaper's audience can often be estimated by a study of the newspaper itself, its features, its departments, its editorial standards.

Scripps-Howard Newspapers

Senior League Will Turn St. Cleopatra to

of General Review

Latest District

Auditorium

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UPPER SUITS TEACH YOUNGSTERS TO DRESS SELVES

Ice Movement Needs Women's Aid to Succeed

For Cool Water Substitution With Heat From Ice of Nobel Prize

By GERTIE FRANKS
DENVER, May 1.—(AP)—Women of all classes, rich and poor, are the 1935 Nobel prize has been awarded to a woman, the first time in the history of the prize. The woman is Mrs. Bertha von Susskind, a German noblewoman who has been active in the promotion of the prize and the Nobel Foundation in the establishment of the prize.

But having made much out of this, Mrs. von Susskind has not been content to rest on her laurels. She has been active in the promotion of the prize and the Nobel Foundation in the establishment of the prize. She has been active in the promotion of the prize and the Nobel Foundation in the establishment of the prize.

She has been active in the promotion of the prize and the Nobel Foundation in the establishment of the prize. She has been active in the promotion of the prize and the Nobel Foundation in the establishment of the prize.

Union Decrees Sturdy Shoes With Low Heels

Shoes With Low Heels

By GERTIE FRANKS
DENVER, May 1.—(AP)—The United Brotherhood of Carpenters and Joiners of America has decreed that its members must wear sturdy shoes with low heels. The union has decreed that its members must wear sturdy shoes with low heels.

The union has decreed that its members must wear sturdy shoes with low heels. The union has decreed that its members must wear sturdy shoes with low heels.

Season Correct For Fruit Crops

Season Correct For Fruit Crops

By GERTIE FRANKS
DENVER, May 1.—(AP)—The weather is just what the fruit crops need. The weather is just what the fruit crops need.



A new method of "self-dress" clothes should prove a boon to the children, mothers, and schools. Children's own and their's ready hand for the child's own dressing.

Daughter Likes To Make Friend Of Her Mother

Daughter Likes To Make Friend Of Her Mother

By GERTIE FRANKS
DENVER, May 1.—(AP)—A young girl who is the daughter of a famous actor has been making friends with her mother. The young girl who is the daughter of a famous actor has been making friends with her mother.

Proven Will Deed to Black at All The White's

Proven Will Deed to Black at All The White's

By GERTIE FRANKS
DENVER, May 1.—(AP)—A man who is the son of a famous actor has been making friends with his mother. The man who is the son of a famous actor has been making friends with his mother.

Smart Sleeves Above Elbows

Smart Sleeves Above Elbows

By GERTIE FRANKS
DENVER, May 1.—(AP)—A woman who is the daughter of a famous actor has been making friends with her mother. The woman who is the daughter of a famous actor has been making friends with her mother.



Gloves Are Vital To Spring Outfit

By GERTIE FRANKS
DENVER, May 1.—(AP)—A woman who is the daughter of a famous actor has been making friends with her mother. The woman who is the daughter of a famous actor has been making friends with her mother.

FREE LEASH

FREE LEASH

By GERTIE FRANKS
DENVER, May 1.—(AP)—A woman who is the daughter of a famous actor has been making friends with her mother. The woman who is the daughter of a famous actor has been making friends with her mother.

The Cook's Nook

The Cook's Nook

By GERTIE FRANKS
DENVER, May 1.—(AP)—A woman who is the daughter of a famous actor has been making friends with her mother. The woman who is the daughter of a famous actor has been making friends with her mother.

Today's Menu

Today's Menu

By GERTIE FRANKS
DENVER, May 1.—(AP)—A woman who is the daughter of a famous actor has been making friends with her mother. The woman who is the daughter of a famous actor has been making friends with her mother.

Specimen Home Page

Specimen Home Page

By GERTIE FRANKS
DENVER, May 1.—(AP)—A woman who is the daughter of a famous actor has been making friends with her mother. The woman who is the daughter of a famous actor has been making friends with her mother.

Rocky Mountain News

Rocky Mountain News

By GERTIE FRANKS
DENVER, May 1.—(AP)—A woman who is the daughter of a famous actor has been making friends with her mother. The woman who is the daughter of a famous actor has been making friends with her mother.

Uniform Responsiveness

Uniform Responsiveness

By GERTIE FRANKS
DENVER, May 1.—(AP)—A woman who is the daughter of a famous actor has been making friends with her mother. The woman who is the daughter of a famous actor has been making friends with her mother.

What monthly fashion magazine offers as much

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By GERTIE FRANKS
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Scripps - Howard Newspapers

Scripps - Howard Newspapers

By GERTIE FRANKS
DENVER, May 1.—(AP)—A woman who is the daughter of a famous actor has been making friends with her mother. The woman who is the daughter of a famous actor has been making friends with her mother.

The Evansville Press

Published daily except on Sundays and holidays. Price 10 cents per copy. Subscription price \$2.00 per annum in advance.

WEDNESDAY, MAY 1, 1935

Judges in Politics

The attitude of judges in politics has been a subject of much discussion in the past few years. It is a subject that has been discussed in the past few years.

Groom's Lusty Range

The groom's lusty range is a subject that has been discussed in the past few years. It is a subject that has been discussed in the past few years.

No Glorious Bandwidth

The glorious bandwidth is a subject that has been discussed in the past few years. It is a subject that has been discussed in the past few years.

The Letter From Home

A few months ago you were asked to write a letter from home. It was a letter that was written in the past few years.

Page 1 Women's World

The women's world is a subject that has been discussed in the past few years. It is a subject that has been discussed in the past few years.

It Seems to Me

By Mrs. W. H. H. H.

It seems to me that the world is a very different place than it was a few years ago. It is a world that is very different from the one that we knew in the past.

What Do You Think?

What do you think of the world as it is today? It is a world that is very different from the one that we knew in the past.

Thoughts for Today

Thoughts for today are a subject that has been discussed in the past few years. It is a subject that has been discussed in the past few years.

Maybe You Know

Maybe you know that the world is a very different place than it was a few years ago. It is a world that is very different from the one that we knew in the past.

Geo. Evans Writes:

Geo. Evans writes that the world is a very different place than it was a few years ago. It is a world that is very different from the one that we knew in the past.



SCIENCE CREATES TEST TUBE BABY

SERVES YOU RIGHT WITH BIRTHDAY TRIBUTE

A Dandy Parallel Indeed!

A dandy parallel indeed! It is a subject that has been discussed in the past few years. It is a subject that has been discussed in the past few years.

Storing Brigid Gown and Veil

Storing Brigid gown and veil is a subject that has been discussed in the past few years. It is a subject that has been discussed in the past few years.

Test Questions

Test questions are a subject that has been discussed in the past few years. It is a subject that has been discussed in the past few years.

Side Glances

Side glances are a subject that has been discussed in the past few years. It is a subject that has been discussed in the past few years.

Albuquerque Tribune

Published daily except on Sundays and holidays. Price 10 cents per copy. Subscription price \$2.00 per annum in advance.

Published daily except on Sundays and holidays. Price 10 cents per copy. Subscription price \$2.00 per annum in advance.

WEDNESDAY, MAY 1, 1935

A History in Color

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Specimen Editorial Page Evansville Press

Uniform Responsiveness

Honest, sincere service to the community—no entangling alliances—no personal political ambitions—these are among the fundamental, sincere and vitalizing Scripps-Howard editorial policies.

Scripps-Howard Newspapers

When Evansville Was Younger

"Give Way" interest life sa

Scri

Sends Flashy Team To Columbus Finals

Roundup Hing Up In Dismal Told How Last Week
Compan Friendly With Sun Heat
In Other Sections

COLUMBUS, O., May 14.—Cleveland's three-year dynasty in Ohio's annual track competition appeared to be continuing today as the state's first and finest athletes prepared for the 1934 annual championship here.

The Toledo team, which won the 1933 championship, is expected to be the favorite to win the 1934 championship. The team is headed by Scott, who won the 1933 championship. The team is expected to be the favorite to win the 1934 championship.

Grimes And Others Lose Major Berths

NEW YORK, May 14.—The Ohio team, which won the 1933 championship, is expected to be the favorite to win the 1934 championship. The team is headed by Scott, who won the 1933 championship. The team is expected to be the favorite to win the 1934 championship.

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Is He Just Another Chicago Manager, Or A Miracle Man? . . . By Keller



May Lift Ban On Broadcasts

Big Six Games May Be On Radio Now

COLUMBUS, O., May 14.—The National Association of Broadcasters today announced that it will lift its ban on the broadcasting of baseball games. The association said that it will allow the broadcasting of the six games of the 1934 season. The association said that it will allow the broadcasting of the six games of the 1934 season.

Marin Plestina Grapples Jim Wallis Here Thursday

Placed Marlin Due To Appear On Sun 1934's Program—
Bones Grappling Tangle With Joe King In
Semi-Final Showdown

NEW YORK, May 14.—The boxing world is expected to witness a great fight here today when Marin Plestina grapples with Jim Wallis. The fight is expected to be a great one. The fight is expected to be a great one.

Sox's Choice Of Dykes Was Popular Move

Never Once a Day Manager

CHICAGO, May 14.—The Chicago Cubs today announced that they have signed Dykes to a contract. The signing was a popular move. The signing was a popular move.

Chicago Fans Great Dykes

Manager, Manager, Manager

CHICAGO, May 14.—The Chicago Cubs today announced that they have signed Dykes to a contract. The signing was a popular move. The signing was a popular move.

Joe Jacobs In Spanish Goal

Goal's New Record For

CHICAGO, May 14.—Joe Jacobs today set a new record for the Chicago Cubs. The record was a new one. The record was a new one.

State Painters Book Old Time Music

Old Time Music

COLUMBUS, O., May 14.—The Ohio State Painters today announced that they have booked old time music. The booking was a new one. The booking was a new one.

"Rosen" Brager Has Caught Two No-Hit, No-Run Classics

Two No-Hit, No-Run Classics

COLUMBUS, O., May 14.—The Ohio State Painters today announced that they have booked old time music. The booking was a new one. The booking was a new one.

Eagles Win In Sugfest

Unlabeled Champion State

COLUMBUS, O., May 14.—The Ohio State Painters today announced that they have booked old time music. The booking was a new one. The booking was a new one.

Colleges Win On Columbus

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Fallstems Win From A. & C. Wins 6-4

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Specimen Sports Page
Youngstown Telegram

Uniform Responsiveness

The New Leisure resulting from the New Deal, enhances the interest in all sports. Scripps-Howard newspapers are fully attuned to the New Tempo.

Scripps - Howard Newspapers

GASOLINE FREE

You get an average automobile driver's mileage a year. If you subscribe please do.

We're Not Dressing" on Screen at Albee

Chaplin Is Blazing Reformerism: Why Women in Lace With Bang and Cascade Allow Such Messy Tropic to Catch Tropic

THE "We're Not Dressing" at the Albee this week, has a plot which is so far from the ordinary that it is almost impossible to describe. That is not the point, however. The point is that Chaplin's comedy of manners and morals is so far from the ordinary that it is almost impossible to describe. That is not the point, however. The point is that Chaplin's comedy of manners and morals is so far from the ordinary that it is almost impossible to describe.

"We're Not Dressing"
 Chaplin's comedy of manners and morals is so far from the ordinary that it is almost impossible to describe. That is not the point, however. The point is that Chaplin's comedy of manners and morals is so far from the ordinary that it is almost impossible to describe.

Well, then, Chaplin, who is so far from the ordinary that it is almost impossible to describe. That is not the point, however. The point is that Chaplin's comedy of manners and morals is so far from the ordinary that it is almost impossible to describe.

At the Capitol
 This comedy has a plot which is so far from the ordinary that it is almost impossible to describe. That is not the point, however. The point is that Chaplin's comedy of manners and morals is so far from the ordinary that it is almost impossible to describe.

"Why and How?"
 This comedy has a plot which is so far from the ordinary that it is almost impossible to describe. That is not the point, however. The point is that Chaplin's comedy of manners and morals is so far from the ordinary that it is almost impossible to describe.

At the Edison
 This comedy has a plot which is so far from the ordinary that it is almost impossible to describe. That is not the point, however. The point is that Chaplin's comedy of manners and morals is so far from the ordinary that it is almost impossible to describe.

"The Modern Girl"
 This comedy has a plot which is so far from the ordinary that it is almost impossible to describe. That is not the point, however. The point is that Chaplin's comedy of manners and morals is so far from the ordinary that it is almost impossible to describe.

At the Strand
 This comedy has a plot which is so far from the ordinary that it is almost impossible to describe. That is not the point, however. The point is that Chaplin's comedy of manners and morals is so far from the ordinary that it is almost impossible to describe.

"Why Dress?"
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They Dance, Sing and Swing Through Trees in Current Films



Show Guide
 This section lists various movies and their showtimes at different theaters.

Tips on Tables
 This section provides advice and information related to dining and social events.

The Decile
 This section discusses a specific topic, possibly related to the arts or entertainment.

Hollywood Film News
 This section contains news and updates from the Hollywood film industry.

Show Guide
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Hollywood Film News
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Favorite Compositions Form Concert Program

Violinist, Pianist, Organist, Trombonist, Flutist, Saxophonist, Trumpeter, Drums, and other instruments form a part of the program.

The program features a variety of compositions, including classical and contemporary works.

The concert is scheduled for Friday night at the [venue].

Tickets are available at the [venue] and through the [ticket agency].

The program is a collaboration between the [ensemble] and the [soloists].

The concert is a highlight of the [season] and is not to be missed.

The program is a collaboration between the [ensemble] and the [soloists].

The concert is a highlight of the [season] and is not to be missed.

The program is a collaboration between the [ensemble] and the [soloists].

The concert is a highlight of the [season] and is not to be missed.

The program is a collaboration between the [ensemble] and the [soloists].

The concert is a highlight of the [season] and is not to be missed.

The program is a collaboration between the [ensemble] and the [soloists].

The concert is a highlight of the [season] and is not to be missed.

The program is a collaboration between the [ensemble] and the [soloists].

The concert is a highlight of the [season] and is not to be missed.

The program is a collaboration between the [ensemble] and the [soloists].

And in conclusion . . .
 Specimen Back Page
 Kentucky Post

Uniform Responsiveness

Advertising in Scripps-Howard newspapers is profitable national advertising because of the superb editorial background and because the circulation is concentrated where greatest profit can be made.

Scripps - Howard Newspapers



Nuisance Advertising

KINGS BREWERY, INC.
BROOKLYN

Editor of PRINTERS' INK:

As I happen to be in an industry which is particularly pestered by the type of nuisance advertising discussed by Mr. Lawrence Valenstein in your June 7 issue,* I naturally wish to applaud the steps that have been taken by the hotels.

The seriousness of the situation in the brewing industry is beyond description.

Never in all my thirty years of experience have I seen such a descent of the wolf pack upon any type of advertiser.

And the utter and shameless mendacity of the solicitors was disgusting and maddening to a man who has tried all his life to do his little part to keep advertising decent.

I remember one congenital liar who informed me that the particular program for which he was soliciting would be treasured by each recipient for the next twenty-five years and taken out carefully and lovingly at least once a week and read from cover to cover.

Of course, these gentry always do everything in their power to get their stories to somebody in the organization who doesn't know anything about advertising. They well know that if they come to an experienced advertising man they are licked and so they work every possible relationship and friendship racket to get to the president

*"Advertising Racket Curbed Via NRA," by Lawrence Valenstein, PRINTERS' INK, June 7.

New Louisville Service

R. C. Riebel, for twelve years in charge of advertising for the Liberty Bank & Trust Company, Louisville, Ky., and F. W. Frankenberger have started a new advertising service in that city.

Death of Edwin A. Sherman

Colonel Edwin A. Sherman, owner and publisher of the Newport, R. I., *Daily News*, died last week, following an emergency operation.

or some member of the board of directors and get his name on the dotted line before he finds out that he is buying a gold brick.

If we could make everybody in an organization understand just one basic principle about all advertising we could dodge a whole lot of this sort of thing.

And that one basic principle is that the more worthless an advertising proposition is the more frantic will be the effort made to sell it to you because practically all of the money you pay represents profit. ***

When you buy advertising in a sound medium you get one dollar's worth of advertising for every dollar you spend. When you buy advertising in these discredited schemes you pay anywhere from ten to twenty times what it is worth.

I wonder if these dear friends who try to get us to buy this worthless advertising would reciprocate by paying twenty times the market price for a case of our beer. I often ask them about this but they are cold to the proposition and I never get anywhere with them.

Very often the boss is a serious offender in buying advertising of this sort without consulting his advertising manager. The more we can do to make him realize the extent to which he is throwing his money away on these worthless propositions the sooner we will put them entirely out of business.

W. S. LOCKWOOD,
Advertising Manager.

Appointed by Wildwood "Leader"

Harry B. Hunt, formerly of Bridgeport, Conn., has been made advertising manager of the Wildwood, N. J., *Leader*, of which Henry C. Lapidus is editor and general manager.

Has Motor Valve Account

The Wilcox Rich Corporation, Detroit, manufacturer of motor valves, has placed its advertising account with Holden, McKinney & Clark, Inc., of that city.

When Copy Writers Lie

Enthusiasm Often Brings Unintended Deception, and This
Should Be Curbed by Ironclad Sincerity

By William E. McFee

Chief Copy Writer, The American Rolling Mill Company

ADVERTISING writers have struggled for everything under the sun in their copy: For retention of dramatic interest; for clarity, simplicity, persuasiveness and all the rest. But the one virtue that is going to rouse them to fighting pitch in the next decade or so is sincerity.

Call it by whatever name you will—truth, candor, straightforwardness, artlessness—nevertheless it all comes back to this one quality that is priceless and indispensable to advertising copy.

Now I know copy writers, and so do you, who would not think of deliberately fooling the audience whose interests they cherish even more than those of their clients or employers. Yet native enthusiasm, without which a man ought never to approach a writing task, carries them away and leads them overzealously into the cardinal sin of insincerity.

Give us imagination, the kind that causes an advertisement to soar right up to a reader's eyes and impels him unconsciously to exclaim, "ah!" Give us exuberance, lift, dash, and verve, enough to salt the advertisement to just the right taste. But when it reaches the stage where the reader is likely to frown ever so slightly and cross his or her fingers in perplexity or doubt, let's pull up short!

The other day I was browsing in a report of a consumer survey, one of those long-winded, statistical-laden investigations that are apt to leave one groggy and apathetic after the first three or four pages. What struck me, yes, even startled me, about this report was not that more than half the people interviewed believed in the essential truthfulness of advertising, but that the compiler of the tract

subtly conveyed the thought that this was a pretty good record for the cause, after all.

Things have come to a sorry pass, I contend, when 45, 40 or even 35 per cent of a given number of people who read advertising do not accept it as being free from exaggeration, inflated claims, or downright untruthfulness.

Granted that there are some people, naturally incredulous, who will never believe anything printed in words. Granted, too, that there are some advertisers who can never be constrained to speak the truth, and certain others who gyrate themselves into accepting their own plausible claims, when, to an unprejudiced layman, these smell disagreeably of guile. Extenuating circumstances may save a man or a profession from utter rout, or extinction, yet they will never elevate that man or profession to the place in the sun that might have been his.

We All Know That Something Is Wrong

Do any of us who labor with words think that the Tugwell Bill, written, re-written, toned down and tempered as it was, is a pretty gesture toward advertising? Heaven knows that it was sinister and vicious in its original form; that it sheathed an ugly knife; and that if it had been permitted to flash the weapon unchallenged, this threatening piece of legislation would have crippled advertising seriously for many a year to come! Most of us condemned the bill as going entirely too far; yet none of us could, in his sane mind, ignore the implication, or even the charge, that all was not as it should be within advertising circles.

The remedy must come from

within. Then the cure will be as complete and satisfactory as ever a cure could be. Hundreds of advertising writers are seating themselves at their desks this very day, not with duplicity in their minds, not intent upon misrepresentation or questionable crying of their wares; and yet the result is much the same as though they merrily and without heeding of conscience wrote straightaway to deceive.

Some Advertisers We Have to Disown

"You can fool some of the people some of the time" will always be the rule for some advertisers. These we can disown, realizing that they are in the minority, and that advertising in common with other industries will never be wholly without taint and blemish. It is to those ethical advertisers and advertising writers who are beyond reproach, but who let their enthusiasm for their goods run away with their better judgment, that these friendly words are directed.

The pitfalls many of us know. The tendency to overpraise, where restraint would win the day and hold the gains, is ever with us. I speak from pleasant, not bitter, experience. Several years ago a successful research executive came to our organization. He was appointed business director of our quite large and ramified research division, and as such it was one of his duties to review all advertising copy, both in the formative manuscript stage and later in proof form.

It so happened that this research man possessed the not altogether common faculty of being able to read advertising copy much as would a prospective buyer. He could sit in a reader's chair, feel, think and react as the reader would; and if there was the slightest element of doubt or exaggeration in a piece of copy, he quickly detected it and spoke his mind frankly. He knew that his responsibility went no further than the correction of technical errors; but he could not bear to see even an innocent, unintended misstatement creep into an advertisement.

And so he would lean back in

his swivel chair and say: "Mac, I don't think a fellow reading this copy will take such-and-such a statement in the way you mean it." Or, "This headline suggests so-and-so, whereas I am sure you intended to convey a somewhat different thought. Why not re-phrase it to read this way. You may lose a little emphasis or strength, but you will more than make up for its loss in understanding and sincerity."

You can guess what I am going to say: That this research man helped me avoid more bogs and quicksands in the writing of advertisements than I, in those early days, ever dreamed existed. He put me on the high, dry road and if I, today, own to watchful inhibitions by the score, I can thank that scientific man who was not so close to his test tubes that he could not see the interests of people who bought and used the goods I was trying to interpret.

Honesty Begins at the Writer's Desk

Honesty in advertising, truth in advertising—*sincerity in advertising*—begins at the writer's desk, or wherever he writes his copy. Cynical minds may exclaim that it does not end there; for the copy writer does not control his product through every stage of its creation. And these same cynical minds may also offer: "Well, copy writers have to live; and if clients insist strenuously upon injecting or substituting questionable statements, who are you to say go and do otherwise?"

There is no answer to that insinuation of shadowy, behind-the-scenes practice except the inherent honesty of the writer himself. It is up to him to convince his blundering employer of the hazard involved in printing stuff that savors of subtlety and dissimulation. He has no alternative, unless he is willing to sacrifice his innate honesty and prostitute his work during a career that he inwardly hopes will be successful and praiseworthy.

Although the advertising writer, by the very nature of his labors, is not entirely the master of his

destiny can, I more in his in the

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destiny and captain of his soul, he can, I believe, contribute infinitely more to the raising of standards in his profession than he has done in the past.

These next ten years in advertising, as in everything else, will be critical years. People who buy our wares, who use the products and services of advertisers, have been educated to a finer perception of quality and utility than ever before. They are better judges of merit, of intrinsic worth, and they are likewise more discerning appraisers of advertisements.

These same people have had enough of promises that sometime never quite materialize. They are sick and tired of the glitter that upon close examination reveals little more than tinsel and paste. They are bored with silly, childish attempts to reduce their intelligence to a juvenile or puerile level. They will not endure satire, ridicule, and misguided humor in advertising; and beyond all they will not tolerate deception, by whatever phrase or picture it may be extolled. They want honest, straightforward explanations of values; and the more interesting these are made the more interested will they become in that which is advertised.

Copy writers may console themselves with the thought that there may be advertising not on the up-and-up, but it cannot, by any stretch of critical reasoning, include theirs. No one will arise to contradict them; neither will any layman make bold to tell the erring writer, or advertiser, that he is on the wrong track and had better switch over at the next crossing.

Unfavorable opinions of advertisements do not often come out

into the open where they can be seen by purblind advertisers and their writers; no, these negative impressions spread slowly, like rot in a barrel of apples, until the whole body politic of advertising is contaminated—and perhaps condemned for the sins committed by the few.

It would be unfortunate for people and tragic for advertising if the specter of specification-buying should one day stalk into the American scene. Yet there are ominous forces at work in our lives that would fight tooth-and-nail to bring it about if there were the slightest chance for success.

People do not want the guidance of cold, hard specifications in their purchasing, whether those specifications are issued by a paternalistic Government or by manufacturers under compulsion. They would a thousand times prefer the interest, the zest—and the truthfulness—of honest, enthusiastic advertisements.

Only as a last and unhappy resort would the buyers of this country permit advertising to wither or die an untimely death. And the real reason why no serious-minded advertising man would admit the possibility is that he feels down deep inside him that there are too many of his stamp to let it come to pass.

No man, no group, however large and powerful, is without duty and responsibility to other men, other groups. Advertising's duty is uncompromisingly to the last and humblest person who buys the good things it offers. And this duty surely embraces as its first principle the desire to guide, to help, to be sincere in helping, and to be at all times and above all things worthy of advertising's great trust.



Canadian "Liberty" Appointment

V. F. Blake has been appointed in charge of Eastern Canadian sales of *Liberty* by the Liberty Publishing Corporation of Canada, Ltd. He formerly was advertising manager of Willys-Overland Sales Company, Ltd. Prior to that he was with the *Toronto Globe*. More recently he was with the Maclean Publishing Company.

Walker Advances Hoskins

William R. Hoskins has been appointed acting sales manager of the outdoor sales division of Walker & Company, Detroit, outdoor advertising. He succeeds F. W. Lines, resigned. Mr. Hoskins has been with Walker in various capacities for the last twelve years and has been assistant sales manager of the outdoor sales division since 1925.

As a Man Works, So Buys He

Study of Slogan Contest Reveals How Occupation Influences Merchandising Likes and Dislikes

By Jas. Emory Clark

Director of Research, Tracy-Locke-Dawson, Incorporated

MOST of us as consumers have a goodly portion of our likes and dislikes fashioned for us by our business and social environment.

Of course, this is well known and appreciated by those engaged in advertising. It isn't often, however, that specific evidence is found that shows how one's thinking and experiences control the prospect in forming his or her ideas as to what is a good selling appeal.

Some time ago, I had the duty and privilege of reading a number of entries in a contest for a slogan to be used in advertising a new gasoline. Each contestant gave his or her occupation on the same blank on which the slogan suggested was submitted.

The influence of the contestant's occupation and daily life on the slogans submitted (not only on the phraseology used but the inner feelings expressed) was so strikingly apparent in so many cases, that I copied off a few as being particularly interesting. It may be that readers of *PRINTERS' INK* will find them interesting too.

Here is a list of the slogans together, in each case, with the occupation of the one submitting it:

Pioneering for Posterity (Principal of Public High School).

The Motor Takes a Rest (Unemployed).

O Boy Gasoline (Girl High School Student).

Put It on Its Cocoa and See Its Moko (Cook).

Precise to a Detail (Spotter, Dry Cleaning Business).

Put Copperco in Your Tank to Make Coppers Go in Your Bank (Bond Buyer).

The Pinnacle of Potency (Retired).

The Real Peptone for All Motors (Chicken Raiser).

Treat Your Car as You Would Your Stomach, Feed It the Best (Physiotherapy Aide).

The Tamed Savage (Housewife).

There's No Dyspepsia in This Gasoline (Ex Pre-Med Student).

With the Speed of Electrons (Electrical Engineer).

Quality and Performance Are Essential in This New Generation of Supreme Achievements (Music Teacher).

Speed with Ease (Switchboard Operator).

Takes You There and Brings You Back (Union Pacific Engineer).

Smooth as the June Night, Swift as the American Eagle (Automobile Salesman).

Sells on Its Honor (Boy Scout).

Your Silent Servant (Chauffeur).

Makes You "Pull Leather" (Rancher).

Speed of Flight (Pilot, Boeing Air Lines).

Peppy — Fast — Economical (Commercial Traveler—9 Western States).

More Power to You (Salesman).

+ + +

J. E. Junkin, Jr., Advanced

J. E. Junkin, Jr., advertising manager of the Miami, Fla., *Daily News* since 1931, has been appointed business manager in charge of all departments except financial and editorial.

Joins Rogers-Hattersley

Miss Grace Moon, formerly with the advertising department of Macy's, New York, has joined The Rogers-Hattersley Company, New York, as executive assistant.

THE PITTSBURGH SUNDAY SUN-TELEGRAPH

Circulation
352,780
Greatest

CIRCULATION IN THE
PITTSBURGH TRADING AREA

PITTSBURGH AND DISTRICT BUY 104,887 MORE COPIES
OF THE PITTSBURGH SUNDAY SUN-TELEGRAPH
THAN THE OTHER PITTSBURGH SUNDAY NEWSPAPER

Audited
ABC PUBLICATIONS STATISTICAL
2 South Second Building, March 20, 1934

PITTSBURGH SUNDAY SUN-TELEGRAPH

NATIONALLY REPRESENTED BY
PAUL BLOCK AND ASSOCIATES

Advertising Hidden Service to the Public

Convert to Grade Marking Starts National Campaign

By Michael Hollander

President, A. Hollander & Son, Inc.

THIS fall, we are going to the general public with our first national advertising. Our business, in an advertising sense, is unique in that we are many steps removed from the consumer. Our function is that of dressing and dyeing furs. These furs come to us from raw fur merchants, from fur garment manufacturers and from retailers. When they come from raw fur merchants these are the steps through which the fur goes before it reaches the consumer:

1. The fur is shipped to us.
2. We dress and dye it and return it to the fur merchant.
3. He sells it to fur manufacturers, the large outlet being to companies making fur garments.
4. These manufacturers, in turn, sell to the retail store.
5. And finally, from the retail store the fur garment goes to its ultimate wearer.

That is a pretty long and involved chain. Actually, I have omitted several intermediaries who frequently add extra links. In addition, we are faced with another unusual situation. Our principal business consists of taking millions of muskrat skins that are sent to us and, by dressing and dyeing, changing them into Hudson Seals. We dress and dye 80 per cent of the Hudson Seals that are sold in this country. We cannot, therefore, hope greatly to increase our percentage of this business. Neither do we aim particularly to increase the demand for Hudson Seal.

Why, then, have we decided to embark on a campaign of national consumer advertising?

I believe I can answer that question with one word: *Insurance*.

We look upon our advertising as a method of insuring our posi-

tion of leadership. We also look upon our advertising as a method of insuring the continuance of Hudson Seal as a staple fur in Dame Fashion's wardrobe.

We have been building up toward consumer advertising over a period of years. It has been a slow, step-by-step procedure. Through steady trade advertising, via the business press and direct mail, we have cemented our standing with the trade.

Trade Cultivated First

Right here, it seems to me, is a weakness that has evidenced itself in certain similar advertising efforts. There has been something of a temptation to hurdle the trade and take the message direct to the consumer before the trade had been properly cultivated. Unless a manufacturer has unlimited resources at his command such a procedure is dangerous. Where a manufacturer depends on other producers for his volume, these business associates must be solidly tied up to the original manufacturer or the consumer advertising is more than apt to be without result.

In any event, we would not have considered ourselves ready for advertising if we did not have convincing proof that our trade was solidly behind us. To obtain convincing evidence on this score, we decided upon an interesting test last fall. That test consisted of a radio program broadcast over a single station. We merchandised the program through the trade and right into the retail store with all the comprehensiveness of a national campaign. As part of the radio campaign, we included a contest in which women were asked to write

June 21

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This s

a simple statement on Hudson Seal.

Before women could enter the contest, they had to go to their local furrier or department store and obtain a booklet and an entry blank. Now these stores are not usually just around the corner, like a grocery or drug store. Nor do women visit fur stores or fur departments as frequently as they do stores or departments selling other merchandise.

Yet this provision did something for us that we had hoped it would, something that left no further room for doubt concerning the advisability of a consumer campaign tied up with a method of identifying the merchandise.

When we dress and dye a skin, our trade-mark is stamped on the reverse side of the skin. But when that skin is made up, with others, into a Hudson Seal coat, the only way a woman could determine whether the coat she was looking at was dyed by A. Hollander & Son was by ripping open the lining. And that isn't usually done. We had in mind placing a label and tag on each garment. Without such means of consumer identification we could not make profitable use of consumer advertising. However, we realized that there might be some opposition if we were to

do anything that smacked of high-handedness.

Therefore, to get back to the point I was about to make, we hoped that the contest would lead women to talk about Hudson Seal in fur departments and in fur stores and also induce them to inquire for some means of identifying the dyer of the Hudson Seal garment at which they were looking. It worked out precisely that way. Women inquired for our label, as we hoped they would. Retailers who heard these inquiries wrote to their manufacturers and to us for information on the point. And with this evidence of actual demand for an A. Hollander & Son label we felt that we need no longer hesitate advertising such a label to the consumer and urging manufacturers to put it into their garments. We also decided upon a tag which is actually a tiny booklet, that gives some interesting facts on Hudson Seal.

We know how many skins are required for a Hudson Seal coat and therefore with the proper number of skins for a coat we ship one label and tag. The maker of the finished garment attaches these to the coat.

Our advertising has already started. The first shot was aimed at the raw skin dealer. We urged

But they wanted
to **KNOW**



These women wanted to know how to be sure they were
obtaining genuine A. H. & S. Hudson Seal. We showed them
hundreds of letters asking us why we did not label our products.

We meet their demand
with a label and tag on
every coat

In order to give women the positive assurance they want...to
order to identify A. H. & S. Hudson Seal without having to open
the lining...every coat will now bear a label and a tag. These
mark the coat unmistakably as genuine A. H. & S. Hudson Seal,
and will correct our advertising later sales for you.



This spread, from a thirty-six-page portfolio, sent to a list of 9,000 names, shows how the label and tag are attached to a coat

him to send his skins to us to be dressed and dyed, pointing out that our name would have a new significance for him. This advertising has already proved its effectiveness.

Our second advertising shot was aimed at the fur garment manufacturer. We told him about our consumer advertising plans and urged him to see to it that he got the requisite number of labels and tags with each shipment of skins. This advertising is hugely important because, as I have already intimated, many garment manufacturers buy their finished skins from skin dealers. Therefore, they must get their labels and tags from these skin dealers who, in turn, have received them from us.

Missionary Men Will Visit Retailers

The retail trade is just now beginning to order fur garments for fall delivery. Therefore, our advertising guns are now being trained on the retailer. We have employed two missionary men whose sole function it is to visit retailers, explain our advertising campaign and enlist their co-operation. In addition, colored inserts are being used monthly in all of the fur trade papers, and large space is being used in other trade mediums regularly, thus reaching not only the retail furrier but all the other elements of the fur trade as well. On top of all this, a thirty-six-page portfolio, large-size and in two colors, has been sent to a list of 9,000 names which includes all fur retailers. This gives a dramatic explanation of the advertising campaign.

Thus by fall we are confident that no stone will have been left unturned in lining up every trade element and having everything in proper shape for the consumer drive. If this consumer drive is to be successful, the label and tag must be on a high percentage of Hudson Seal garments displayed in stores this coming season. Advance indications are that in this respect we shall get off to a flying start.

The consumer advertising con-

sists of regular insertions scheduled for the late fall and winter numbers of two national women's magazines and a national fashion publication. There will also be a radio campaign on a national hook-up. On top of that, good-sized advertisements will be run on an average of twice a week in the newspapers of seven cities, covering the leading fur centers of the country.

All the consumer advertising will pound away at the Hollander label and tag. We expect this advertising not only to gain acceptance for the name, so that stores may use it as a talking point, but we also expect that women will actually walk into stores and demand Hudson Seals dyed by this organization. Incidentally, in the publication advertising we shall offer a booklet on furs and fashions. The names of the women who ask for these booklets will be forwarded to the retailer and he will be aided in properly following them up. A complete mat and display service has also been made available.

Some of the largest stores in the country, in their spring fur promotions, have already given considerable prominence in their advertising to our name. We do not give any retailer a cent for co-operative advertising. Therefore, these advertising tie-ups are due entirely to an apparent belief on the part of these outstanding merchants—R. H. Macy & Company is one—that our name is already riding successfully into consumer consciousness.

Advertising to the consumer when the advertiser is four times and more removed is not an easy undertaking. We believe, however, that the groundwork has been properly laid and that the time is ripe. The latter we consider to be particularly important. We have every indication that quality merchandise is staging a decided comeback. Established identities are a natural accompaniment of quality products and we expect that this trend will operate in our favor. We shall be off this fall in a determined bid for the general public's favor.

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Premiums for Men

How Squibb Uses Them to Persuade Habit-Bound Males to Use New Shaving Cream

MOST men seem to be slaves to certain habits to a greater degree than women. They are reluctant to try new things, particularly if what they are using at the present time is satisfactory. This applies to a wide variety of items and is one of the reasons why advertisers of men's items have to keep everlastingly at it and try new ideas constantly.

Take shaving cream, for example. There are, of course, some adventuresome men who keep trying different brands but there are a great many more who become wedded to a particular brand and turn a deaf ear to the claims of competing preparations. It takes an unusually convincing argument and a little push to get these men to try another brand just once.

It was in order to meet this problem that E. R. Squibb & Sons, New York, recently launched a new premium campaign. It is designed especially to give that little extra push to men who, for some reason or other, just haven't tried Squibb. The premium is a pocket lighter, which may be used for lighting a pipe, cigarette or cigar. One of these lighters is enclosed in each carton of Squibb Shaving Cream and then both ends of the carton are sealed. On this seal is printed: "This special package contains one full-size tube of Squibb Shaving Cream and one matchless lighter."

Packing the premium with the product in this way eliminates all the trouble of distributing it, so far as the dealer is concerned. Many dealers object to premium plans if they are asked to handle the premiums. They welcome anything that will help them sell merchandise but if they are asked to store the premiums and handle them, or in any other way take a very active part in the campaign, they are likely to resent it.

One of the supplementary reasons for this new premium offer

of Squibb is to get display space in the dealer's store. The shipping case containing four dozen of the combination also contains a window strip, a window card and two counter cards for display purpose. These all feature the premium offer and also carry the price of the



The counter card has space for mounting the lighter and a carton of the product

deal—39 cents. This, it is hoped, will influence dealers to refrain from cutting the price.

The two counter cards have spaces on them for mounting a carton of the product and one of the lighters.

The cigar lighter, it is believed, will influence many dealers to place one of the counter cards on the cigar case.

This offer was introduced in the New York Metropolitan market first and then extended to other territories later.

In order to make sure that deal-



101 Well Known Advertisers 1,300,000 New Readers Each

A "Blue Book" of America's Advertising Leaders Who . . .

Adams Tire & Rubber Co.
Admiral
The Akron Lamp Co.
American Products Co.
Charles Atlas, Ltd.
Baby Touch Hair Remover
Bauer & Black
Betterknit Hosiery
Blondex
Bon-Kora
Borden
Dr. C. S. Bradley
Burlington R. R.
Century Co.
Chesterfield Cigarettes
Clorox Shade Co.
Cenley Co.
The Crosley Radio Corp.
Curtis Candy Co.
Darkeyes Laine.
Dentyn
DeWan Laboratories
Dispensary Products
Dona Manufacturing Co.
Du-Art
Eugene, Ltd.
Fennamint
Fluffs Manufacturing
E. Frederic's, Inc.
Gantner & Mattern Co.
General Foods Corp. (LaFrance)
General Mills, Inc.
Floyd Gibbons School of
Broadcasting
Glaxo Products
Golden Peacock, Inc.
Goldstone Radio
Greyhound Bus Lines
Dr. Hand's Toothbrush Lotion
Hexin, Inc.
Hollywood Beauty Products
Edna Wallace Hopper, Inc.
The Hydrosol Co.
Igama
Ironized Yeast Co.
Italian Balm
Kels-A-Malt
Kenian Pharmaceutical Co.
(Brownstone)
Kierplex
Lauangel Corp.
Lavoptik Co.
A. H. Lewis Medicine Co. (Tuma)

ASK any of these 101 successful advertisers what type of woman makes the best buyer—and chances are he'll accurately describe the average Fawcett Women's Group reader! A young woman; a woman with money of her own to spend; a girl who is eager for new things and has no established prejudices.

Average Age 25 Years

And now Fawcett Women's Group guarantees you at least 1,300,000 young women of exactly this type! They aren't afraid of new ideas. On the contrary, they're looking for the newest in makeups; in food ideas; in dress hints; in ways to live more easily and gracefully. They average 25 years of age; the majority of them earn their own money and spend it to please themselves. The balance are chiefly wage-earners' wives—young mothers who control the spending of the entire family budget.

Quick Response To Any New Idea

Many a coupon advertiser, who knows according to what type of woman makes the best buyer, can tell you that the responsive average Fawcett Women's Group reader! A young woman; a woman with money of her own to spend; a girl who is eager for new things and has no established prejudices.

FAWCETT PUBLICATIONS

529 South Seventh Street, MINNEAPOLIS

52 Vanderbilt Ave.,
NEW YORK, N. Y.

919 N. Michigan Ave.,
CHICAGO, ILL.

1625 Russ
SAN FRANCISCO

Fawcett Women's Group



Hollywood



THE CONFESSORS



THE CONFESSORS





Advertisers Discover Faster Buyers!

Advertisers only what his magazine space brings in re-
quest buyers can tell you amazing stories that prove
scribe the responsiveness of this group. If your prod-
ucer! interests women at all, they're interested
y of his story—and they have the money to
for news, and the desire to spend it—to try your
ices. merchandise.

300,000 Circulation As A Bonus

And remember that though our guarantee is
1,300,000 A. B. C., we are right now deliv-
ing well in excess of 1,500,000. There's no
thing in this, either—for Fawcett Women's
up is bought almost exclusively on the
stands. To be exact, 96.1% of it is news-
and.

Write, wire, or phone the nearest Fawcett
Women's Group office today. Let our repre-
sentative tell you the cold facts and figures
this group's growth. Then learn for your-
self why these 101 advertisers sought our
ages—and visualize what Fawcett Women's
up can do for you. Do it now—don't delay.

Fawcett Publications, Inc.

Street NEAPOLIS, MINN.

an Ave., 1625 Russ Bldg., 705 Bendix Bldg.,
ILL. IN FRANCISCO, CALIF. LOS ANGELES, CAL.

Fawcett Women's Group



... Have Entered Fawcett Women's Group Since July, 1933

Lifebuoy & Rinso
Lilt
Charles Marchand Co.
Metal Arts Co.
Moon Glow Cosmetic Co., Ltd.
Philip Morris & Co., Ltd.
Mum Mfg. Co., Inc.
The Murine Co., Inc.
R. O. Murphy
Nadina
National Security Life Ins. Co.
Northwestern Yeast Co.
Neslex
Noxzema Chemical Co.
Nusheen, Inc.
D. W. Onan
Outdoor Girl Cosmetics
Pahst
Pan American Band Instrument
Case Co.
Parker Pen
Peddyne Co.
Pertussin, Ltd.
Pluto
Poliam
Pyronex Labs.
Radio Girl
RCA Radiotron Co., Inc.
Remington Rand, Inc.
Resinol Chemical Co.
Paul Rieger & Co.
Rioser Co., Inc.
The Schell Mfg. Co.
Scientific Laboratories of
America, Inc.
Seulah Regall
Slipperette Co.
A. Stein & Co.
The Stillman Co.
Talia, Inc.
Tattoo, Inc.
Tayton, Co.
Teco Co.
Tootmaster
Vicks Vapo-
Mae West Perfume
Wilknit Hosiery Co.
John C. Winston Co.
Women's Institute of Dom. Arts
& Sciences
Woodbury College
Zip
Zonite Products Corp.

MEN...Here's an AMAZING OPPORTUNITY

A new-type
Pocket Cigarette Lighter
WORKS EQUALLY WELL WITH PIPE OR CIGAR

A full size tube of
SQUIBB Shaving Cream

Both for
39c

The price of the deal is carried on the window streamer as an influence on dealers to refrain from cutting the price

ers participating in this campaign take full advantage of the opportunity, some selling suggestions were included with each batch of dealer helps. Here is what dealers were told: "This combination is a big value at 39 cents.

"We request that you do not sell it for less.

"There is a profit of 35 per cent on the selling price and 54 per cent on the purchase price.

"This combination appeals to consumers as an amazing value.

"It offers an opportunity to display and sell other related merchandise—razor blades, shaving brushes, after-shaving lotions, powders, etc.

"Place the Squibb combination deal in the center of window, then display related items on each side.

"Place one counter card on cigar case. Suggest a can of lighter fluid or small tin of benzine and a medicine dropper as additional sale.

"Set the other counter card in some other prominent place—preferably on the sales counter.

"For lighters to display on cards open cartons carefully to keep them salable.

"Keep these lighters filled to demonstrate their convenience.

"There is a thirty-day advance dating and a profit of approximately \$20 per gross on this combination."

These instructions are an interesting example of what can be done to get dealers to co-operate in premium plans. So often manufacturers become so enthusiastic over their own campaigns and deals that they neglect to create enthusiasm among the trade and keep this enthusiasm alive. When a carton of merchandise is received, containing a premium deal and dealer helps it might be logical to presume that the dealer would know just what to do with it. He may, however, put the material to one side, expecting to figure it out a little later on. If, on the other hand, when he opens the carton, he finds specific instructions the chances are he will comply with some of them.

Death of J. L. Brainard

John L. Brainard, ninety-two, prominent in advertising before, he retired a number of years ago, died at Fairport, N. Y., last week. He began his newspaper experience with Horace Greeley on the New York Tribune, later becoming advertising manager of newspapers in Chicago, Buffalo and Rochester. He served as advertising manager of the first World's Fair in Chicago and also of the Pan-American Exposition in Buffalo.

Medical Society Issues Warning

The Medical Society of Pennsylvania is urging the use of stickers on bills, letters and all literature sent patients and the lay public by the profession. These stickers are another evidence of the concern of doctors over indiscriminate use of laxatives. The stickers read: "Warning. In the presence of abdominal pain, never give a laxative or physic; give nothing by mouth; call your family doctor. This warning is published by The Medical Society of Penn."

[illegible]

Broadside B

tages of our own products outpull ordinary advertising which merely 'talks to the professional man in his own language' conclusively."

In order to illustrate his point, Mr. Cohen sends two broadsides which were issued by his company. The inside pages of these are reproduced here.

Broadside A is the type that the company had been using in the past. It is matter of fact and technical. The illustrations are also technical. It was thought, of course, that doctors were primarily interested in facts and that they didn't care much for the trimmings.

But take a look at the second broadside, B. There is plenty of drama here and, as a matter of fact, very little about the product itself. This is the type that the company is using today. And evi-

dently this is the type that dentists will read.

This second broadside was recently mailed to 25,000 dentists, offering a free booklet and enclosing a request card requiring postage. Six thousand, two hundred and forty-one replies were received and the company believes that the broadside was probably read by at least 75 per cent of those to whom it was sent.

Similar broadsides, with similar enclosures, along the lines of A, never brought a return higher than 14 per cent as compared with this new high of 25 per cent.

"Yes, Mr. Weir," says Mr. Cohen, "the professional man is, above all else, a human being, motivated by the same impulses that impel ditch diggers or even advertising men."

Liquor Distributor Appoints Reese Agency

Advertising of Brown, Wright & Company, Inc., New York, importer and distributor of wines and spirits, has been placed with Thomas H. Reese & Company, Inc., New York. Magazines, business papers and newspapers will be used.

Dan B. Miner Adds to Staff

Garrelt Coon has joined the copy staff of the Dan B. Miner Company, Los Angeles agency. He formerly was advertising manager of the Montgomery Ward store at Glendale, Calif., previously having been with Ward at Chicago.



"I'M STUCK RIGHT HERE BEHIND THE BAT; THIS JOB ISN'T FULL OF A BUNCH OF NATURALS LIKE THE JOURNAL OF PORTLAND, OREGON"

The error column could be taken right off the score card if every market had a paper like the Portland, Oregon, Journal. But in all the infield and outfield of space buying there are only five other newspapers, in cities of equal size or larger, that have a batting average of 1000 on the

Rule of Three . . .

1 CIRCULATION LEADERSHIP

The daily Journal has the largest daily circulation in the Pacific Northwest. The only daily in this territory with over 100,000 circulation—it has 31% more city circulation than any other Portland daily.

1 ADVERTISING LEADERSHIP

The daily Journal leads in retail linage, general linage, total paid linage.

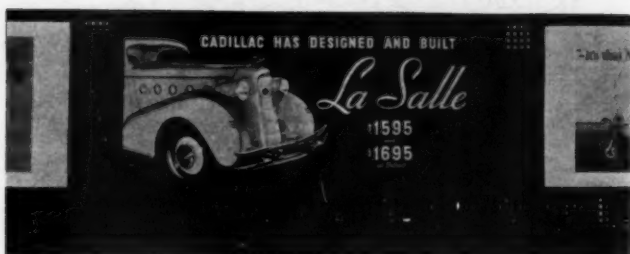
1 LOWEST MILLINE RATE

The daily Journal has the lowest milline rate of any daily in the Pacific Northwest.

THE JOURNAL PORTLAND, OREGON

REYNOLDS-FITZGERALD, INC., NATIONAL REPRESENTATIVES
New York Chicago Detroit San Francisco Los Angeles H. R. Ferriss, Seattle

Bleed Poster



THAT the popularity of the bleed page in magazine advertising should extend its influence seems a natural development—especially since bleeding has the definite function of increasing an advertising area and is not a mere layout fad.

Therefore, it is not surprising to see the bleed idea make its appearance in outdoor advertising as it does in the twenty-four-sheet display for La Salle Motor Car illus-

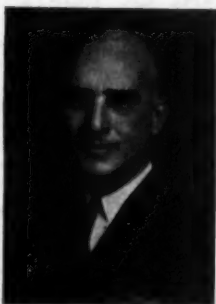
trated above, in which the entire surface of the poster panel is used.

The illustration shows the La Salle poster between two outdoor posters, the conventional margins of which are visible. Like its prototype, the bleed in magazines, the new poster gives an impression of greater size. Because of its unusualness, it will probably, for a time at least, also command a greater attention value.

L. J. McCarthy Advanced

EARLE H. McHUGH, general advertising director of the International Magazine Company, has announced the appointment of L. J. McCarthy as director of the marketing division of that company. He succeeds in that office the late Frank K. Anderson, with whom he was closely associated.

Mr. McCarthy joined the staff of International in 1921 and then laid the foundation for the marketing division which he now heads.



Blackstone Studios

Previously he was with the American Locomotive Company, and other firms.

He originated for the Hearst magazines the first "Marketing Map of the United States," which has been widely distributed. Later he developed market studies such as "The Trading Area System of Sales Control." This market analysis is used by

the code authorities of the NRA in establishing individual "code control territories."

Leaves Stedfeld

William Prager has resigned as production manager and secretary of The H. L. Stedfeld Company, Inc., New York agency.

Represents "Inland Yachtsman"

Howard McLennan has been appointed Michigan and Ohio representative, with headquarters in Detroit, of the *Inland Yachtsman*, Chicago.

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Campaign Manager for Each Kelvinator Distributor

Thus Sales Promotion Material Gets Attention

By Clayton Trost

IN the office of each of Kelvinator's distributors there is one man, known as a campaign manager, who is solely responsible for the application in his territory of all sales promotion and advertising efforts.

He is the company's contact on all such matters with the retail dealers and salesmen as well as with the distributor's organization. He it is who sees that every piece of literature goes to a logical prospect at the proper time and that each retail salesman understands exactly how the material is to be used and when to follow it up with a personal call. The primary aim of the campaign manager is to co-ordinate sales promotion with personal calls.

The campaign manager is on the distributor's pay-roll. In some of the larger organizations he devotes to this job his entire time. In other instances his duties on this score are combined with the responsibilities of some other position closely associated with sales.

His greatest value lies in the close point of contact he establishes between distributor and manufacturer. He is, in effect, a liaison officer for the sales and advertising departments at the factory, for the factory field representatives, for the distributor's sales executives and salesmen and for the retail dealers and their salesmen.

In the company's set-up, the campaign manager is in no sense the "boss." Rather, he is an associate who works with all sales executives and who serves as a focal point of contact—a "one-man bureau of co-ordination"—to help these executives and salesmen to do a better job of merchandising.

This man has many duties.

He sets up campaign budgets and

quotas for the distributor; also budgets and quotas for his dealers, apportioning equitably among them the expenses and the benefits of each campaign.

He supplies wholesale salesmen and dealers with all important pieces of information relative to sales and advertising plans in his territory. All such material from the advertising and sales promotion departments at the factory is relayed, through him, to the proper individuals, and he interprets it for them.

He works with the wholesale salesmen in applying the various company plans and programs to the activities of the respective retail dealers. And from the information he obtains for setting up dealer quotas and budgets he is able to determine each dealer's probable degree of co-operation.

He personally presents sales and advertising plans at dealer meetings; or he arranges the material in such form that the distributor himself, or his sales executives, may present the plans clearly and convincingly.

He Clears Dealer Orders for Advertising

Dealer orders for advertising and sales promotion material clear through the campaign manager instead of being filled direct. The dealer orders from the distributor, whose campaign manager orders, in turn, from the main office. When the campaign manager receives the material, he checks it with the order to verify quantities, kinds and so on, and he then forwards it to the dealer. Any orders that come direct from a dealer the factory contact man refers back to the distributor.

The campaign manager follows

Interesting Ma

determined t

CLEVELAND PR

KITCHEN V



ONE prominent manufacturer of scouring powder has learned that his leadership in Cleveland is due to the fact that housewives accept his product as an all-purpose cleanser, while his competitors' wares are used for specialized purposes.

A nationally-known soap manufacturer uncovered a totally new copy theme.

A great packing company learned that its widely publicized brand name carried less conviction than the word of the neighborhood butcher.

The manufacturer of a nationally-known brand of condiments was able to show a large Cleveland grocer exactly how much business could be developed by the installation of his line.

* * * * *

Such facts—and the answers to the problems they present—are available to any executive interested in food merchandising in Cleveland. The Cleveland Press or any Scripps-Howard advertising office will be glad to explain how you may obtain them.

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NPRESS—P.T.A.

ENVENTORY

CLEVELAND IS NOW ONE OF AMERICA'S GREATEST TEST MARKETS FOR FOOD PRODUCTS

With actual knowledge of food consumption supplanting "estimated potentials," and with all the hazards of loyalties, fears and fetishes completely charted, manufacturers are using Cleveland—the only major American market to be so analyzed—as the proving ground for new products and new ideas.



The Cleveland Press

A Scripps-Howard Newspaper

NATIONAL ADVERTISING
DEPARTMENT OF
SCRIPPS-HOWARD
NEWSPAPERS
230 PARK AVENUE, N. Y. C.



MEMBER OF THE UNITED
PRESS . . . OF THE AUDIT
BUREAU OF CIRCULATIONS
and of
MEDIA RECORDS, INC.

CHICAGO • SAN FRANCISCO • LOS ANGELES • DALLAS
DETROIT • PHILADELPHIA • ATLANTA

up on the campaign activities of wholesale and retail salesmen and dealers, either personally or with bulletins and letters.

He maintains a special campaign record indicating the extent of each dealer's co-operation, and his results.

To him, also, are assigned certain definite duties connected with efforts to obtain new dealers. He must collect and compile sufficient presentation material on this score for the use of wholesale salesmen and he must see that they carry it with them in the field and that they know how to use it. He's responsible for supplying new dealers with all material necessary to start them off; and he's likewise the man who receives, and transmits to the home office, all reports of new dealers obtained as these reports come in from the wholesale salesmen.

In all sales contests, whether they're conducted by the company on a nation-wide basis or by the individual distributor for only the dealers and salesmen in his territory, the campaign manager acts as contest secretary and attends to

all the details. He also sends out inspirational bulletins charting the course of the contest, and he clears for the home office all contest reports or records that may be called for. He's responsible, too, for the accuracy of these records and for the proper awarding of prizes or credits.

Then there are miscellaneous duties, such as contributing editorial material to the company's house magazine and keeping the distributor informed as to the company's advertising and promotion plans. As a matter of plain fact the campaign manager is a supervisor, an advisor and an assistant to the distributor's sales executives, all rolled into one.

There's a campaign manager in virtually every Kelvinator distributorship. His office was not created through pressure. The distributors themselves recognized the merit of a plan that would enable them to put sales promotion and advertising programs to better use and at the same time relieve them of the consequent details, thus giving them more freedom for attention to major problems.

Opens Chicago Office

The McCord Company, Inc., Minneapolis advertising agency, has established a Chicago office with Gordon E. Taylor in charge. Mr. Taylor has been advertising manager of the Hurley Machine Company, Chicago, for the last several years and prior to that was with the Chicago office of Lord & Thomas. The new office is located at 450 East Ohio Street.

• • •

Joins Neisser-Meyerhoff

Myron E. Chon, for the last eight years with the Wm. H. Rankin Company, has joined the Chicago office of Neisser-Meyerhoff, Inc., in a contact and copy capacity.

• • •

Frank Lewis to Toronto

Frank Lewis, for the last nine years a member of the advertising staff of the Winnipeg, Man., *Tribune*, has joined The Southam Press, Toronto.

• • •

Represents "Judge"

Bertolet and Deming, Inc., publishers' representative, Chicago, has been appointed to represent *Judge*, New York, in the Mid-West territory.

Name Griswold-Eshleman Agency

The following companies have placed their advertising accounts with the Griswold-Eshleman Company, Cleveland: The Geo. D. Harter Bank, Canton, Ohio, using newspaper, direct mail and outdoor advertising; The Worthington Ball Company, Elyria, Ohio, manufacturer of golf balls, using magazines and sports publications; and The Lubri-Zol Corporation, Cleveland, extreme pressure lubricants.

• • •

With "United States News"

Edgar G. Criswell has joined the advertising staff of *The United States News* at New York where he will be associated with Eric R. Singer. Mr. Criswell was at one time with *World's Work*.

• • •

Joins "The Liquor Dealer"

E. M. Belknap, formerly sales manager of the Toledo Rubber Products Corporation, Toledo, has joined *The Liquor Dealer*, Toledo, as associate editor.

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Gets Medical Account

The Ferrophyl Company, New York, has placed its medical advertising with Branstater-Hammond, New York agency.

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Survey High-Spots Best Items to Promote

Armstrong Cork Breaks Records with New Plan

By E. C. Hawley

Armstrong Cork Company

IN the ten-week period following February 25, over 4,000 department, furniture, and floor covering stores staged the Armstrong Cork Company's new "Blue Ribbon" promotion plan for Quaker Rugs. Back of this new high record for dealer co-operation on an Armstrong retail promotion plan lies a story which, in some details at least, explores new ground in merchandising. The plan supplies one solution to a problem faced by nearly every manufacturer of a trade-marked line in which a single product is made in a great variety of styles or patterns. That problem is the securing of direct and concentrated promotion by retail outlets on the best selling items in the line.

The product for which this plan was developed is made in a wide range of designs and colorings. All the rugs are of the same quality and possess exactly the same physical characteristic. The all-important element of difference between the various patterns is style.

Only the rare dealer stocks every pattern. The typical retail stock represents the selection of the store buyer. Needless to say, these selections vary widely. To find two stocks exactly the same would be unusual. There are as many different retail stocks as there are possible mathematical combinations of the number of patterns involved. To find any combination of three or four patterns which could be relied upon as stock items in a heavy majority of retail stores is virtually an impossibility.

Confronted with such a situation, the obvious course before a manufacturer in developing his advertising and promotion program is to devote major emphasis to

the establishment of his trade-mark. In other words, attention is focused on the line as a whole and not upon individual items in it, except as such individual items may be used for incidental illustration purposes. The resultfulness of this technique is established, but it does have one serious drawback. It is difficult to get a retail merchant to tie-in with a forceful promotional effort. His natural method of thinking when promotions are concerned involves not a line of merchandise but specific items.

Realizing the benefits that would come from a nationally applicable plan permitting dealers to stage concentrated promotions on specific Quaker Rugs, the company set about finding some way to overcome the practical difficulties. The one great obstacle to be surmounted was the task of convincing thousands of merchants that a certain group of four rugs justified special promotion and should be stocked.

Choosing the Four Rugs a Problem

Then there was another problem. What four rugs should be picked? Best sellers at the time the campaign was being planned late last fall? No, that would be dangerous. Style trends are so rapid that a best seller at the time you plan a campaign may be on the way to the bottom of the list before the campaign is half over. So there was not only the problem of creating an authority which would be strong enough to win retail merchants to a selected group of four rugs, but there was also the important need of doing some accurate style forecasting. Both objectives were attained through a unique consumer survey.

Late in the fall of 1933 a letter was enclosed with an issue of the company's dealer house magazine, "Linoleum Logic," asking each merchant to send in the names of ten women who were typical of the Quaker Rug buyers in his community. The letter stated that these names were wanted in order that a questionnaire on color and design preferences might be sent to these women. The appeal to the dealer was made upon the basis that since the facts obtained would be used in creating designs for the line, it would be to his interest to see that the current style preferences of his customers were taken into account. No mention was made of the fact that this survey would be used to select rugs for special featuring in the spring campaign. As far as anyone could tell this survey was simply a routine consumer investigation.

A Hand-Picked List of Typical Buyers

Merchants numbering 1,493 sent in ten names each as a result of this one appeal. The 14,930 women on the lists constituted an unusually fine group for survey purposes. They were scattered all over the country. Every State was represented. Furthermore, they had been handpicked as typical buyers by the merchants themselves. Here was the first important point in getting acceptance for the results. Merchants would find it hard to deny the authority of "juries" selected by their own hands.

To each of the 14,930 women on the lists was sent an explanatory letter and a copy of the "Quaker Rug Style Ballot." The letter told her that she had been selected as one of ten in her community whose judgment and taste would help the company in forecasting the kind of rugs women would buy in the spring of 1934. She was asked to check the style ballot in such a way as to indicate the kind of design and the color combination she would buy if she were in the market for a rug. The letter was signed by the chief designer. Prominent statements, in both the letter and ballot assured her that

no attempt would be made to sell her a rug, that her name would not be used in any way, and that this appeal was a strictly honest request for help.

In addition to the distribution of the style ballot to the women selected by merchants, an additional mailing was made to a number of other available lists of women and to the wives of company employees in scattered factories and sales offices. These secondary ballots were carefully marked and tabulated separately. They served as a double check on current trends and provided an opportunity for some interesting analytical study, particularly through comparison with the results obtained from the list of "typical buyers" who had been handpicked by the merchants.

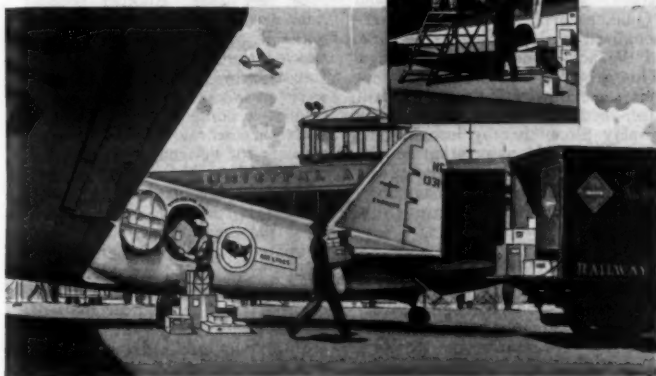
While the style ballot had been carefully planned so that it could be answered by check marks, it is interesting to note that approximately one out of four women added extended remarks, many wrote two and three-page letters, and not a few actually enclosed drawings to illustrate their ideas on what an ideal rug would be. All of this extra response was generated by interest in the subject, since no inducement of any kind was offered.

Information Checked Against Records

Upon completion of the tabulation of returns a careful check of the information obtained was made against current sales and past performance records. Out of this work came the forecast that two particular rugs, already ranked as best sellers, would continue in high popularity through the spring. To fit the new demand brought about by shifting style trends, two new rugs were designed. These rugs were styled the "4 Blue Ribbon Winners" and became the basis of the spring advertising and promotion program.

The national advertising concentrated on the "Blue Ribbon Winners" began on February 25 and continued until May 5. Pages in full color were used. The copy

**"Ship Via Air Express"
— the Quickest Way to Get
Your Story into Print**



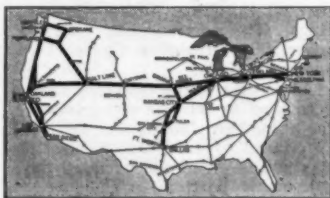
**A SINGLE PHONE CALL brings over-
night delivery from 2,000 miles away**

Air Express saves the hours and days that stand between a last-minute make-shift and a job you're proud to show. Cuts, mats, electros—all the hundred and one needs of 1934 advertising get on the job faster, more profitably this modern way.

United Air Lines Air Express is a complete, coordinated service giving direct air connections to 85 principal cities on the country's leading air routes. Supplemental fast train connections bring the benefit of air-line speed to more than 23,000 other Railway Express Agency points.

Pick-up and delivery service without extra charge in principal cities. Rates include liability up to \$50.00 on shipments of 100 lbs. or less. A single express receipt covers air or air-rail shipments. Packages may be sent C.O.D., collect or prepaid.

This established, dependable service is as near as your phone. For rates and schedules call Air Express Division, Railway Express Agency or the nearest United Air Lines office. Ask for free booklet, "How to Send Packages by Air Express."



Typical speeds and rates for packages flown on United Air Lines multi-motored passenger-express planes: Los Angeles-New York . . 21½ hrs., costs \$5.50 (for 5 lbs.); San Francisco-Chicago.. 13½ hrs., \$4.74; Chicago-New York or Philadelphia . . 5 hrs., \$2.14; Cleveland-Los Angeles . . 19½ hrs., \$5.34.

AIR EXPRESS
Flown on
UNITED AIR LINES

told of the nation-wide style survey behind the selection of these four rugs. The layouts featured color reproductions of the rugs. Prominently used in a number of the pages was a picture of the "Quaker Girl," the company's personalized trade-mark for this line, in the act of displaying the rugs. This grouping was so planned that this same illustrative unit, in giant size, became the major window display piece, thereby insuring the closest possible association in the prospect's mind between the visual characteristics of the magazine's pages and the local merchant's display.

Portfolio Explained the Survey

Field work on the campaign began approximately six weeks before the appearance of the first advertising. The salesmen of the company and its wholesalers were supplied with a large portfolio which explained the national survey, showed reprints of the forthcoming advertising, and outlined the methods to be used by the merchant in staging a special promotion on the Blue Ribbon Quaker Rugs. The portfolio also carried advertising circulation figures for about 400 cities.

After this large portfolio had been used to sell the merchant on the promotion plan, he was given a "Merchant's Guide" which exactly reproduced all of the pages in the salesman's portfolio which were in any way concerned with recommended promotional methods. The use of the Guide eliminated the distribution of the more costly large portfolios, yet gave the merchant all of the information he needed. Each section of the merchant's manual—advertising, window display, departmental display, etc.—was perforated so that it could be torn out and given to the person in charge of each of these functions for the store.

Dealer-help materials were sent to a merchant only after he had been visited by a salesman and had signed a blank which was a combination order form and pledge that a Blue Ribbon promotion

would be staged. The principal dealer help item was the giant window display piece referred to above. It was an unmounted poster, approximately six feet high and four feet wide. Another popular item was a small folder for hand or mail distribution. This folder showed the four featured rugs in full color. Two hundred copies were given free, with extra copies sold at a nominal price. In addition there was a wide assortment of mats for newspaper advertising, cutout "blue-ribbons" and miscellaneous display material for dealer use.

During the planning stage it was estimated that the number of merchants who would stage the Blue Ribbon promotion would probably be less than 2,000. Promotional material was ordered on that basis. Within two weeks after the plan was released that figure was passed. Material for another thousand promotions was ordered but before printers could make delivery, dealer orders went beyond the 3,000 mark and a third printing was necessitated. Before the close of the promotion period, more than 4,000 dealers were enrolled, thus setting a new high record for dealer co-operation on an Armstrong promotion of this type.

Many Merchants Re-staged the Plan

The success of the promotion in retail stores is well indicated by the fact that many merchants who carried out the Blue Ribbon plan for one week in the early spring, found it so productive that they re-staged a promotion a few weeks afterward.

Highly valuable from the standpoint of the manufacturer was the power of this promotion in opening new accounts for the line. Many merchants who had previously withstood considerable sales pressure, fell into line to take advantage of the business producing power of the Blue Ribbon plan. Concentration and focused attention, the features of the plan that drew the widest praise, helped the company salesman as well as the merchant.

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Bénédictine

It's Advertising Today, After 400 Years, and Could Francis I, Its First Agent, Do Better?

KING FRANCIS THE FIRST, of France, (dead for centuries and therefore in no position to refute this bit of slander) was the first advertising agent for Bénédictine. He it was who, having visited the Fécamp Abbey in 1534 and having tasted the delightful nectar, spread its fame through all of Europe.

Francis did an enviable job, for today, four hundred years after his visit, this famous liqueur, still distilled from the secret recipe of Dom Bernardo Vincelli, the learned monk who first produced it and named it Bénédictine, is still being drunk—and advertised.

A four-hundred-year-old product is worth a bit of history: The recipe for Bénédictine was cherished by the monks of Fécamp Abbey as a secret through the ages until 1789, when the French Revolution brought destruction to the monastery, it was entrusted to a noble family by the name of Le Grand. From 1789 to 1850 it was not made at all. In the latter year a member of the Le Grand family, who was also a wine merchant, re-discovered the recipe and started making it once more. Finding it good, he continued its distillation turning the very Abbey where the monks had made it before into his distillery.

Today this recipe, still guarded by the Le Grand family, is made in the old Abbey which, incidentally, contains one room called the "Museum of Counterfeits" in which are displayed the bottles of all the imitations which have been

attempted—and there have been hundreds—of the real or *Veritable Bénédictine*.

In this country, Julius Wile Sons & Company, Inc., itself an ancient firm as American firms go, dating



Francis I visiting Fécamp Abbey in 1534

Four centuries have passed since a King first praised it

When your guests say Bénédictine they are talking, through your company, to a great crowd of supporters from centuries old and far-flung in continents half. For the golden liquor is like a legend—important to time and change, unchanged from age to age, varied from land to land.

In the ancient Abbey of Fécamp, France, the dove, never disturbed all gone on, finally changed into a sparrow, when the learned monk, Dom Bernardo Vincelli, first produced his "nectar" and named it Bénédictine.

Hundreds of centuries have come and gone, but there is only one *Veritable Bénédictine*—identified by the emblematic initials D. O. M. —Dom Opus Monastic, "To God more good, more grace."

Bénédictine is a unique and original liqueur of the world. Since young America comes to get only the finest, but also in the name Bénédictine. Carlsberg One pure Bénédictine, one pure Lemon Juice, one pure John Bull Cognac.

JOULIE WILE SONS & CO., INC., New York, New Agents for the United States



History of the product gives a flavor of quality to a quality liqueur

back to 1877, is the sole agent for this liqueur. Supplementing the work of King Francis, this company has started an advertising campaign on the product, using class magazines and newspapers in metropolitan centers.

The advertising problem of Bénédictine today is this: It is a liqueur, and as such not so much a drink to be guzzled in quantities sufficient to produce whatever joys there may be in intoxication, but rather as an adjunct to gracious living—something to sip after a pleasant

meal. Its price and its use establish it as a quality product for a quality market.

In advertising, therefore, the history of the product has presented an ideal theme: Copy takes the background of the product and out of it summons a flavor highly suggestive of the flavor of the liqueur itself. Thus, beside a modern artist's illustration re-constructing King Francis' visit to the Fécamp Abbey in 1534, copy dwells on the product in this manner:

**FOUR CENTURIES HAVE PASSED SINCE
A KING FIRST PRAISED IT**

When your guests sip their *Bénédictine* they are linked, through your courtesy, to a gentle ritual of enjoyment four centuries old and far-flung as civilization itself. For this golden liqueur is like a legend—impervious to time and change, treasured from age to age, carried from land to land.

At the ancient Abbey of Fécamp, France, the slow, secret distillation still goes on, hardly changed since 1510, when the learned monk, Dom Bernardo Vincelli, first produced his "elixir" and named it *Bénédictine*.

Hundreds of imitations have come and gone, but there is only one *Veritable Bénédictine*—identified by the ecclesiastical initials D. O. M.—*Deo Optimo Maximo*, "To God most good, most great."

Bénédictine is pre-eminent among the liqueurs of the world. Smart young America serves it not only after dinner, but also in the new *Bénédictine Cocktail*.

As implied by this bit of copy, *Bénédictine* is not a generic term but refers specifically to the liqueur made from the recipe of Vincelli. The initials, D. O. M., too, have been registered throughout the world and protected as far as possible as a trade-mark for this product.

★ ★ ★

Again Heads Minneapolis Bureau

Harry B. Craddick, president of Craddick Service, Inc., has been re-elected president of the Better Business Bureau of Minneapolis. Hugh Arthur, vice-president, The Dayton Company, has been elected vice-president and W. E. Brockman, secretary-treasurer.

A NATIONAL ORGANIZATION of more than fifty specialists assisting leading manufacturers to improve "Merchandise Presentation" at the point of sale. Every account executive has been a successful retail executive...every staff member is an expert in planning, designing, dramatization and production.



ONE OF OUR EXECUTIVE OFFICES



A GROUP OF OUR DESIGNERS



OUR ART PRODUCTION DEPARTMENT

AMONG OUR CLIENTELE

These are but a few of the many nationally famous manufacturers who have selected our service:

Bissell — Bostonian — Fostoria — General Electric — Hickey Freeman — Hickok — Hoover — Janzen — Palm Beach — Selby — Van Raalte.

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BOTH MR. ALLEN AND MR. SULLIVAN ARE

PRINTER'S INK, JUNE 7
SEE PAGES 25 AND 81

Right

There should be a way for the manufacturing Mr. Sullivan and the retailing Mr. Allen to get together on display problems. BUT . . . the trouble is that, for seasoned understanding and practical execution of dealer "Merchandise Presentation"—package, counter, department or window—the following broad experience is required:

. . . YEARS as successful display executive in both small and large stores in various sections of America.

..... (WE HAVE THIS)

. . . YEARS of actual experience in the successful management of "dealer helps" for manufacturers with national distribution.

..... (WE HAVE THIS)

. . . YEARS of successful experience in retail management, merchandising, advertising, promotion and display.

..... (WE HAVE THIS)

AND . . . the ability to serve America's leading manufacturers and retail stores from coast to coast—both large and small—with ideas and materials that are usable.

..... (WE HAVE THIS)

MR. MANUFACTURER:—We are "Specialists in Merchandise Presentation." No equal of this experience is available. You need such unbiased, practical assistance to insure full benefits from "point-of-sale" advertising expenditures. Our counsel, designing, planning, production and distribution service are available to one outstanding account in each group. Interview without obligation.

W. L. Stensgaard & Associates Inc.

MERCHANDISE MART • CHICAGO



Specialists in Merchandise Presentation

*Send for detailed information regarding
our service.*

LARGEST PRODUCERS OF ITINERANT PROMOTIONS

Electric Lion and Lambs Lie Down Together

Washington Appliance Field Left Open for Retailers

LAST month the power company which provides the city of Washington with electricity announced its retirement from the business of appliance merchandising.

This is important news, not only for retailers in electrical appliances in that city, but for the industry generally. Electrical dealers in many sections of the country have long been up in arms because of what they considered to be unfair competition from power companies.

Details of the co-operative plan under which sales will hereafter be promoted, given below, are reprinted by permission from *Electric Merchandising*.

* * *

The Potomac Electric Power Company, through its president, Dr. William McClellan, has announced that its merchandising subsidiary, The Potomac Electric Appliance Company, will automatically retire from the business of appliance merchandising. In its place there has been organized a comprehensive program of co-operative development of the electrical market through the new Electric Institute of Washington, D. C. The new Institute will be composed of the utility company, manufacturers, wholesalers, retailers and contractors in Washington. It will have as its objective a program designed to turn general and educational effort and co-operation into specific sales efforts.

Coincident with the announcement of the new electrical institute, the Electric League of Washington, which has functioned actively in the past in a market building capacity, was dissolved and absorbed into the new organization.

The Potomac Electric & Power Company has also announced a plan to stimulate electric range sales in the territory. According to the announcement, they will absorb

the wiring charges in single family residences with the exception of the cost of the circuit from the distribution panel to the range, so that this barrier to greatly increased range sales will be eliminated.

A non-commercial display of merchandise handled by Institute members will be provided in the main lobby of the power company building, where an average of 15,000 electric users pass each month in the transaction of business with the company. This portion of the display will feature dramatically, seasonal merchandise, being advertised at the time in the promotional program of the Institute. Attendants will explain the merchandise to interested parties, selling the general idea of the use of the equipment, but at the same time attempting to secure an expression of preference for a particular line so that the name can be turned over to an individual member.

A Permanent Display and Auditorium

On another floor of the building, a permanent display and auditorium covering approximately 7,500 square feet will also be provided. The main feature of this display will be a small auditorium surrounded by five or six actual operating electric kitchens. This auditorium will be used for general demonstrations and other group meetings, but the primary object of the facilities will be to provide actual working kitchens in which salesmen, industry employees, groups of housewives and other prospects can actually experience the superiority of electric cookery and the other advantages of electricity in the kitchen.

In addition to absorbing range wiring costs, the Institute is offering to absorb for co-operating re-

Every Year for Four Years and Five Months--

The Weekly Kansas City Star has carried more advertising than any other farm paper in its territory.

In May, 1934---

The Advertising Record Company, an independent auditing company, reports as follows:

KANSAS

Lines

The Weekly Kansas City Star (Kansas edition, 5 issues)	29,750
Kansas Farmer (2 issues)	14,984

MISSOURI

The Weekly Kansas City Star (Missouri edition, 5 issues)	29,890
Missouri Ruralist (2 issues)	14,846

OKLAHOMA

The Weekly Kansas City Star (Oklahoma-Arkansas edition, 5 issues)	30,237
Oklahoma Farmer and Stockman (2 issues)	17,318

Note that The Weekly Kansas City Star carried approximately twice as much advertising as either of the other Kansas or Missouri farm papers and 74% more advertising than the other Oklahoma farm paper.

The Weekly Kansas City Star.

*Largest Weekly Farm Circulation in America
Lowest Advertising Rate of All Farm Papers*

tailers, those features and services in electric range selling, which at present put that effort in a class different from other major appliances such as refrigerators, as far as the retailer is concerned. These differences include supplying prospects for individual salesmen, providing range servicing facilities, training of salesmen followed by supervision in the field, as well as continuous co-operation to increase the efficiency of the sales organizations of retailers, advertising to compensate for the lower degree of public acceptance and a participation in sales and promotional expense with individual retailers based on the payment of a certain amount for each range sold.

It is acknowledged in the Institute's plans, that the greatest field for sales is in the replacement of ranges now in use, which normally amounts to about 10,000 per year. Replacements are made through larger department stores, hardware and furniture retailers and the program as presented makes possible the sale of electric ranges through these retailers on a profitable basis.

In the budget which has been suggested for promotional expenses, the local power company has agreed to underwrite a generous portion of the amount which is to be completed by amounts contributed by the other branches of the industry and local retailers.

In addition to maintaining complete co-operative display facilities and personnel to advise interested prospects in the use of the devices shown, home economists will be provided for demonstrations in the display and in retail stores. The budget provides also for promotional advertising. Advertising expenditures will be divided between the promotion of major appliances, stimulation of small appliance sales through periodic co-operative sales planning, air conditioning, counter cooking devices for commercial use, commercial and show window lighting, wiring and other markets for electrical equipment.

The advertising program of the Institute will be co-ordinated with and supplemented by educational and institutional copy carried by the power company in newspapers, direct mail, bill enclosures, etc.



New Addresses

The Liquor Dealer Publishing Company, Inc., Toledo, publisher of *The Liquor Dealer*, now located at 1715 Adams Street, that city.

Oshkosh Paper Company, Oshkosh, Wis., 58 Algoma Boulevard, that city.

Hendrickson Publishing Company, New York, publisher of *World Convention Dates*, 330 West 42nd Street, that city.

The Stewart-Jordan Company, Philadelphia advertising agency, Lincoln-Liberty Building, that city.

Bess and Schillin, Inc., radio advertising agents, RKO Building, Rockefeller Center, New York.



Judd with Whiting-Patterson

Lawrence M. Judd, former Governor of Hawaii, has been elected first vice-president, treasurer and director of the Whiting-Patterson Company, Inc., Philadelphia, paper and envelope manufacturer.



Represents KFXM

The Kasper-Gordon Studios, Boston, have been appointed New England representatives for stations KFXM, San Bernardino, Calif.

Burke Shoots Hole in One

The regular monthly tournament of the St. Louis Advertising Golf Association was held at the Meadowbrook Golf Club last week. First prize went to Paul Simmons with a low net of 68. Other winners were as follows: J. Van Horn, 70; Gordon C. Hall, 71; Norman Terry, 71 and Ralph E. Neusitz, 73; Matt Morse won low gross with 80 and Jack Wolff was low for putts with 28. James J. Burke made a hole in one on the 140 yard fifth hole.



Joins National Manufacturing

Al Swier, who has been with the American Hat Company, of New York and Norwalk, Conn., for many years, has joined the National Manufacturing Company, St. Louis, manufacturer of felt and straw hats and caps. He will represent the company in Missouri, Illinois, Indiana, Ohio and Pennsylvania.



Appointed by Swift

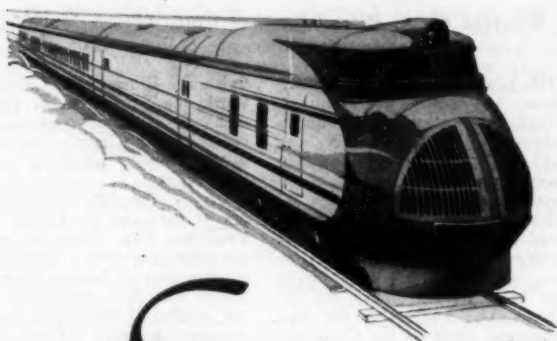
James A. White has been appointed general manager of the West Coast packing plants and branch houses of Swift & Company. This jurisdiction covers the branches and packing plants in the Los Angeles, San Francisco and Portland territories.

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Speed

As fast as new streamline trains roar across a state, or 200-mile-per-hour airplanes soar over desert and mountain . . . electrotypes by Rapid speed to meet closing dates in every state of the Union. Rapid is keyed to getting plates to destination with *speed* — distance itself, with Rapid's knowledge of traffic and routing, is of little importance.

Some of the country's largest concerns, who *must* have quality plates *speedily*, have — as a matter of course — turned to Rapid. Smaller concerns may think that because they are not in a city or town served by a local Rapid Branch, they cannot share this quality-speed service. Rapid especially invites these to find out for themselves. They will learn that the smallest gets the same attention and service as the largest. Perhaps your present method of handling electrotyping could be improved. It pays to look into this. A letter will bring full details.

The
RAPID *Electrotype Co.*

The Largest Plate Makers in the World CINCINNATI

Branch Offices . . . NEW YORK • CHICAGO • PHILADELPHIA

Pictures Tell the Story

Wherein Chain Belt Advertises Construction Machinery and Simplifies Intricate Selling Job

THE problem is one that is common to many manufacturers, particularly those who make heavy machinery. The solution by the Chain Belt Company is not new in conception, though it may be in the magnitude of its execution.

Here is the problem: Quickly to spread the news of a new piece of machinery among all possible users, who are now employing other types of machinery for the purpose. The machine is the Rex Pumpcrete, made by the Construction Equipment Division of the Chain Belt Company. Piping concrete from the mixer to the place where it is wanted is a new operation in this country.

It was desired to get the news about Pumpcrete to the contractors and it was admitted that no other method is so satisfactory as demonstration. Salesmen couldn't very well pack this system, pump, pipes and all, in their kits and carry it around the country. The next best thing was to show these contractors how it is now actually in use on some of the big construction jobs—how the "other fellow is doing it."

Accordingly, photographs were assembled, taken at more than a dozen different construction jobs showing the pumping system at work. Usually there were at least four different photographs—in some cases more. These were all put together in a twenty-four-page book, tabloid-newspaper size, and the whole thing printed in rotogravure. Completed, it formed an impressive pictorial story of product use.

Take, for example, the center spread of the book, showing eight views of the work being done on the San Francisco-Oakland Bay Bridge, which will be the longest bridge in the world. Its caissons are being pumped full of concrete by Rex Pumpcreters and the operations of the system from start to

finish are illustrated. A contractor would be interested in this tremendous piece of construction in itself and can hardly fail to note the machinery which is carrying the concrete.

All of the jobs illustrated are not of such size as the one in San Francisco Bay. Over on page 15 are photographs of a hospital under construction at Ithaca, New York, where the Rex system is shown distributing 5,000 cubic yards of concrete—a mere fiftieth of the size of the bridge job in California. A contractor need not be one of the "big boys" to be interested in the book.

The book is intended to be a basic piece of literature on the company's construction equipment line, as well as, specifically, a selling tool for Pumpcrete. The last seven pages are devoted to a complete presentation of the entire construction equipment line, while the specific presentation is found, of course, in the illustrations of the pumping system in use on jobs.

Book Mailed to Wide List

Mailings were made to practically all the major factors known to be interested in concrete. In addition to contractors and a wide variety of engineers—Federal, State, municipal, consulting, highway engineers, etc.—a number of other groups were covered. These included members of the American Concrete Institute, staff and field members of interested associations, railroads, schools and universities.

When the equipment was first made, salesmen's efforts necessarily had to be devoted almost entirely to work on known jobs where it might be sold. It was also essential to determine the adaptability of the equipment to the work and the possibility of saving that it might afford. The final sale of the product becomes, in fact, very much a

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mathematical one of the savings it can effect. Consequently one main purpose of the book has been to cover the whole field with informative material, to secure interest and get inquiries before the time that the company's salesmen can call.

Details of actual layout have now been reduced to standards. Current issues of contractors' papers are therefore now carrying advertising offering the books. This advertising is working on the factual basis of getting the book

into the hands of interested parties and of carrying farther the idea of concrete by pipeline.

There are a couple of ideas in this direct-mailing experience that may be filed for future adoption—or adaptation. First, let salesmen work where the selling chances are best when new equipment is being put on the market. Second, as soon as possible, let all possible prospects know about the equipment through advertising. Combining the market thus will probably result in live inquiries.

Heads Springfield Group

At its annual meeting held last week, the Advertising Club of Springfield, Mass., elected the following new officers: President, John R. Whitney, Whitney Anderson Paper Company; vice-presidents, Fred A. Williams, Linweave Paper Company and Kenneth M. Hinshaw, Eastern States Farmers Exchange; secretary, Miss Mollie E. Sears, Whitney-Anderson Paper Company; assistant secretary, Miss Muriel Hillman, and treasurer, Arthur A. Whitbeck.

Directors elected are as follows: George L. Richardson, Edson Dunbar, Dr. H. M. Gilbert, J. A. Williams, John M. Fales, Miss Ruth Sison and Miss Beatrice Latourneau.

Names Donahue & Coe

Donahue & Coe, New York advertising agency, has been appointed advertising and merchandising counsel to the Allied Brewing & Distilling Company, Inc. This covers the accounts of the following affiliated companies: Julius Marcus, Jersey City; Pilsner Brewing Company, New York; Old Hermitage Distillery, Frankfort, Ky., and the International Yeast Company, Brooklyn, N. Y. Magazines, newspapers and business papers will be used.

Re-organizes Sales Division

The Bethlehem Foundry & Machine Company, Bethlehem, Pa., has re-organized its oil burner sales division along functional lines. C. S. Dieter, with the company for many years and with the oil burner division for the last year, will be responsible for records, orders, shipments and correspondence. William M. Goodwin will be in charge of all marketing functions.

Ruebel with Mears

Daniel A. Ruebel has been elected vice-president of Mortimer W. Mears Inc., St. Louis advertising agency. He was for six years a member of the faculty of the School of Business and Public Administration at Washington University, St. Louis.

Cheney Heads Milwaukee Club

T. Clayton Cheney, advertising manager of Milco Steel Company, was elected president of the Milwaukee Advertising Club at its annual meeting last week. He succeeds Fred E. Eriksen, advertising manager of the Milwaukee Electric Railway & Light Company.



T. C. Cheney

Arnauld Nautin, of the Everbright Sign Company, was elected vice-president; Elias Roos, Jack's Letter Service, secretary, and Marvin Lemkuhl, advertising manager of the First Wisconsin National Bank, treasurer.

Members of the board of governors elected are: Harry Hoffman, Hoffman & York Advertising Agency; Frank Smith, Bower Paper Company, Walter Haise, Robert A. Johnston Company; August Fick, U. S. Post Office, and William Rogahn, Pohlman-Rogahn Company.

Named Postmaster

Postmaster-General Farley has appointed Joseph F. Gallagher as acting postmaster of Philadelphia. Mr. Gallagher has been vice-president of the Richard A. Foley Advertising Agency of that city for the last four years. Before joining the Foley agency he was for many years vice-president of Otto Eisenlohr & Brothers, Philadelphia, cigar manufacturers.

To Promote New Cosmetics

Lillian Bell has been appointed sales promotion manager for the United States of the new Martine Haubret beauty preparations, wholesale division of which is located in New York. She has been in the cosmetic field for fifteen years, with Scania Jourde, Marie Earle, Worth Perfumes and Primrose House.

How Women Can Be Won to Belief in Advertising

(Continued from page 10)

on the testimonial of Mrs. Astorbilt.

In addition to traveling, speaking, sitting-in on women's meetings, shaking hands with mothers and patting their babies on the head, I have the benefit of an amazing correspondence with our readers, which comes to my desk through the Better Babies Bureau and the Good Citizenship Bureau. These letters run from 600 a week in summer to 1,000 a week during the club season.

Advance Opinion from Women Readers

This correspondence pictures a cross-section of the life in this country. It reflects the opinion of women *en masse*. It tells me whether women like the new style of fiction we have in our magazine or not. I knew from these letters, long before the magazines and newspapers began polling their readers, that the women all over the country were turning against Prohibition.

The very women who had written to me and called me down hard because I didn't write a monthly editorial in favor of Prohibition came back and roasted me because I wasn't for Repeal, which shows you can't please all the people all the time. They told me, even before the nomination for the 1932 Presidential campaign had been made, that the women had gone sour on Mr. Hoover. Now, it wasn't politics that made the women turn on Mr. Hoover. Very frankly, I don't think women know much about politics. He just failed to grip their imagination, that is all. There is a tip for you. Women like to have their imaginations appealed to.

And now they are telling me, these same letters, that they are dead sore on relief, Federal, State and local relief. They say it is

about time the men stopped talking and went to work.

I have already remarked that women have begun to laugh at recommendations, and when a woman laughs, you look out for her. You may win her over if she is mad or peeved, but God help you if she laughs.

This brings us to the fact that women are changeable. That is no news to you married men. You have known that to your sorrow for a long time. But there is a good reason for this fickleness. The dictators of fashion, the designers in Paris, are largely responsible for it: a boyish bob one year and ringlets the next—if you had to buy the ringlets you would know what that means; busts disappearing for several years, then comes along Mae West and busts reappear, heaven only knows how.

But, this is a good tip—you watch the women's figures and write your advertising accordingly. If we ever decide to get fat again, heaven help the people that are planning diets and inventing reducers; they will be in bad luck.

Anatomical Interest Is Fading

Just at this moment we all know that you are building up huge sales on the exploitation of human ailments and how to relieve them. For generations we have had a morbid curiosity about our anatomy and our aches and pains. Nothing does a woman enjoy more than to tell about her last operation. You have been satisfying this curiosity with facts and fancies.

Perhaps women now know all they want to know. Perhaps they have been reading "One Hundred Million Guinea Pigs." At any rate, you can take my word for it that they are beginning to tire of what you might term extravagant medical advertising. They are tired

"To Every People According to its Language"

Since 1908

the most complete
foreign language
advertising service



More than a quarter of a cen-
tury of continuous service to
many of America's foremost
advertisers and advertising
agencies . . . translating their
ADVERTISING into SALES to
the millions of our foreign born
consumers.



H. L. Winer Special Agency

PUBLISHERS' REPRESENTATIVES

Leading American Foreign Language Newspapers

420 Lexington Avenue

Graybar Bldg.

NEW YORK, N. Y.

New Center Bldg.
DETROIT, MICH.

360 No. Michigan Ave.
CHICAGO, ILL.

Established
1908



Member
ABC

of seeing the most intimate hygienic details of their lives pictured on advertising pages.

Now for some of the things that women like. They like pictures. You owe that change of taste to the movies. Visual advertising, as well as visual education, is popular. Why read about China when you can see a travelogue?

Women like color; in fact, they have gone mad about it. Women want beauty in advertising pages. The less they have in their homes and the more drab their lives, the more beauty they want in advertising. They like to dream that their homes, their frocks, their dressing-tables, their complexions, may some day be as lovely as the pictures you paint in your advertising. The woman who doesn't even own an evening frock likes to visualize herself leading groups of over-dressed, or under-dressed, guests into the kitchen to see her new electric refrigerator, or down into the spotless cellar to view her oil-burner.

Women like advertising that thinks for them, does all the thinking for them. If it's food products, the page must contain attractive recipes that somebody else has thought out for them.

Be Specific to the Fair Sex

Women want you to be specific in your advertising. If it's a puzzle, they want it on the puzzle page. If it's information, they want you to say it in words of one syllable.

Women are interested in what their children like—and, remember, there are about twenty million mothers in the United States today. The lady who lives next door to me buys Rice Krispies because her little boy likes the Walt Disney posters that come with them. And the other day in a grocery store, I heard a woman ordering a certain brand of bread, saying she just had to buy it, whether it was good or not, because her little Buddy was deviling the life out of her because he had heard about it over the radio.

For the past year, the Food and

Drug Bureau of the Federal Government has had much to say about false claims made by advertisers, about over-statements and deleterious ingredients, but I will guarantee that there are millions of men, women and children in this country who would never have cleaned their teeth if they had not become frightened about "pink tooth brush."

Lifebuoy Soap may be as offensive to some of you as the B.O. which it is supposed to remove, but at least it has started a lot of people bathing!

I don't care whether our readers ask the druggist for Listerine or Halitosis so long as they learn how to use an antiseptic.

A Physician on Advertising's Influence

A physician remarked recently that he believed men and women accepted the warnings of you advertising people more readily than those of their family doctors. Thousands of our readers, he said, had not realized that they owned an oral cavity that needed to be cleaned until they read about it in our advertising pages. His statement is at least a frank admission for a member of the medical profession to make.

If young people suffer less with acne (more commonly known as pimples) in this country today than formerly, it is not because the family doctor knows any more but because popular advertising has been read by people who otherwise would not know about diet, elimination and the proper cleansing of the pores of their skin.

I don't think you can appreciate this until you have a foreign maid in your house as I have. We were in Atlantic City recently—I take her with me on these trips, for I never know what is going to happen to me, when somebody may not like something I say and I might as well have a bodyguard—in Atlantic City recently, she was taken sick with a bad headache. I took her into a drug store and picked up a box of aspirin—never mind the brand. She said, "No, I don't want that."

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I said, "What is the matter with it? Aspirin is good for a headache. What do you want?"

She said, "I want the aspirin that begins with B that I read about in your magazine."

If that isn't proof that it pays to advertise, because she is a girl who can read very little English, but she knows a good advertisement when she sees it.

In the Better Babies Bureau we are compelled to analyze and test every article for infants advertised in our columns.

According to the last census, more than two million children are born annually in this country (thank God, they are not all quintuplets!). So today in two million households the question of the right or wrong diaper is being discussed. Whenever a new fabric for, or a new shape in, diapers is brought to the Better Babies Bureau for testing, there's a great how-de-do among our nurses, doctors and those of my neighbors who are permitted to test the article in question.

It happened that a very soft cheesecloth diaper, woven with a selvedge so that it requires no hemming, was put out by the Kendall Mills in Walpole, Mass. This firm makes the Curity products for hospitals, surgeons, etc., and after I had had the diapers tested for absorbency, weight, washability, and protection against diaper-rash, I became so interested that I visited the Kendall Mills to see how it was done. And this is what I learned.

Two Years of Testing Fabrics

Before the company placed this article on the market, its research department spent two years testing fabrics and weaving selvages that would not chafe the delicate skin of a baby. Recently the same department has spent another six months of investigation in hospitals for infants, among doctors, nurses and individual mothers, to ascertain two facts (a) could they evolve a standard size, devising a diaper that would serve a baby from the time it was born until

the diapers were discarded, (b) what folding method should be suggested for the inexperienced mother? Photographs and diagrams covering these two points are now enclosed in every package of diapers placed on the market.

No single hospital, no group of mothers, could spend on research work such time, intelligence and money as the Kendall Mills has spent on this one product. And that is the honest manufacturer's argument all the time all over the country.

The organized women turn emotional and telegraph their representatives in Congress to vote for bills directed against products which they have never seen, let alone analyzed. I fairly see red when I hear of it.

Big Industries Guard Their Names

During my own business career, I have found that the leaders in our big industries are conscientious about the products which bear their name.

What if Senatorial investigations do prove that the stock is watered or the president of the company has drawn a salary a little larger than he should have had? If the consumers have been fairly treated, that is the main thing. I suppose that isn't the right thing to say, but that is the way I feel about it, that the consumer must come first.

Do you realize that there are twelve million women in this country belonging to organizations and that they meet every year in some shape or form, most of them, in a little town convention, a district convention, a county convention, a State convention? There are three million Federated Clubwomen, and to every one of those meetings which I have attended this year, there has been sent by the Food and Drug Department of the Federal Government the "chamber of horrors" which they have put out, an exhibit which I think misrepresents the standards of the manufacturers of this country. It represents perhaps 5 per cent of the

unscrupulous manufacturers, but no notice is taken whatever of our honest and upstanding manufacturers.

I hear the women gurgling away about what the big manufacturers in this country are doing to their families and their children, and then they sit down and send a telegram to their member of the House of Representatives or their Senator to vote for the Copeland Bill.

Why, you men don't have a chance against propaganda like that. At every one of these conferences there has been a speaker from the Food and Drugs Department, and we have had no representation at all.

You had better begin to fight this propaganda with women.

I am tired of hearing women talk about commercialism. I am tired of seeing them induce manu-

facturers to advertise in their little club bulletins. Then the advertiser comes to the convention and says, "May I put in an exhibit?" and they say, "No, you are commercial," and rule him out.

What we need is that Public Relations Committee. It is the dream of my life to see you send out a committee representing all sorts of interests, all sorts of groups, and have them meet with these women and tell them what the true relationship is between big business and the woman sitting in that clubroom.

I am tired of seeing women who never earned a dollar in their lives assail the honesty and the sincerity of business men. I have worked thirty-seven years with business men, I am now in that famous three-score years and ten, and I have never yet been cheated by a real business man.

Liquor Advertising Signs

STATE OF NEW YORK
EXECUTIVE DEPARTMENT

DIVISION OF ALCOHOLIC BEVERAGE
CONTROL

Editor of PRINTERS' INK:

As your publication of my letter of May 29* caused several inquiries to be made at this office about advertising, I wish to clarify certain points regarding it.

No advertising signs of any kind, either exterior or interior, are permitted in establishments

* "Liquor Signs and Coasters,"
PRINTERS' INK, June 7, 1934.

licensed for off-the-premises consumption, except that special permission is granted upon request for outside signs reading "Liquor—Wines" or "Beer," as the case may be.

The interior signs mentioned in my letter of May 29, which shall not exceed 15" x 18", are exclusively for interior use and may be used only in establishments licensed for on-the-premises consumption, such as restaurants, hotels, etc.

JOSEPH L. COHN,
Deputy Commissioner.

Death of T. L. Masson

Thomas L. Masson, editor and humorist, died on June 18 at Glen Ridge, N. J., aged sixty-eight. He was managing editor of *Life* for twenty-eight years until 1922 when he became associated with *The Saturday Evening Post*, continuing with that publication until 1930.

He was a frequent contributor to the *PRINTERS' INK* Publications.

Mr. Masson, who was founder of the Dutch Treat Club, is survived by two sons, Thomas L. Masson, Jr., who is New England manager of *Home & Field and Town & Country*, and Don Masson.

It's a Record—So Far

THE CASE, LOCKWOOD & BRAINARD
COMPANY
HARTFORD, CONN.

Editor of PRINTERS' INK:

We notice in your article on Old House Organs in *PRINTERS' INK*, issue of June 14, some of the oldest seem to go back around 1876.

We are enclosing a copy of "The Locomotive," published by the Hartford Steam Boiler Inspection and Insurance Company, which has been in continuous publication since 1867 and which we have printed continuously ever since.

How about that for a record!

BERT C. GABLE, JR.



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Death of Eugene Greiner



Eugene Greiner

EUGENE GREINER, seventy-four, for fifty-two years with N. W. Ayer & Son, Inc., died last week at Philadelphia.

For many years he served in an executive capacity, representing his firm in its relationships with publishers, and is reputed to have established a record in the disbursement of money in the purchase of advertising space. He was known personally and highly esteemed in the offices of publishers throughout the country.

Mr. Greiner is survived by a daughter, Mrs. Louis McLean, of Landsdowne, Pa., with whom he made his home, and two sons, G. Kirk Greiner, of Lansdowne, and E. Craig Greiner, of Winchester, Mass., both of whom are employed by N. W. Ayer & Son.



Death of R. L. Watkins

Richard L. Watkins, one of the founders and former president of the R. L. Watkins Company, cosmetics, died last week at Prospect, Ohio. He was sixty-nine years old and had not been connected with the Watkins Company for several years.

Mr. Watkins started a small advertising service in Prospect, Ohio, when he was seventeen years old. He operated this business for ten years, later joining a New York agency. While in New York he obtained the formula for a shampoo with manufacturing and sales rights. With small financial resources, he located in Cleveland and launched the business which reputedly made him a millionaire.



Represents Neodesha "Sun"

The Neodesha, Kans., *Sun* has appointed the Kansas-Missouri Markets & Newspapers, Inc., Kansas City, Mo., as its national advertising representative, effective September 1.



Reed Harris Joins Agency

Reed Harris has joined the copy staff of Badger and Browning & Hersey, Inc., New York advertising agency. He has been in newspaper and publishing work.

GOOD COPY

pitched in the right vein, does two things for a big corporation.

It promotes a better understanding on the part of the public.

And it inspires a more loyal and effective service from the corporation's own employees to the public.

It breaks down the barriers of distance and distrust, and inclines everybody to be more friendly.

If you have major problems which concern either your public or your employees, may we be of service?

HAWLEY ADVERTISING COMPANY INC.

95 Madison Ave.
New York City

Housing Bill

New Legislation Affords Great Opportunity to Manufacturers and Dealers Who Step Fast

THE Housing Modernization Bill, passed the last few minutes of a perspiring, expiring Congress this week, puts the problem of getting the most out of that bit of legislation directly up to manufacturers and retailers.

The bill, as it is interpreted at present, depends solely on the local merchant, banker, and distributor for that necessary spark to start the boom of home-modernization, so long looked for in the building industry.

The necessary loan for modernization, as explained to PRINTERS' INK by one close to those in authority at Washington, will be placed through local banks, savings banks and loan associations, where the local State laws permit. Applications for loans will be passed upon by local authorities. If facilities are not available, the Government will set up an agency to handle the local situation.

The Government guarantees the loaner 20 per cent of the grand total amount loaned. In other words the Government insures the banker or loaner against 20 per cent of any possible loss.

The maximum amount that the home owner can borrow is \$2,000. A promissory note is the official form. The amount of interest will probably vary in different localities. Merchants, manufacturers and distributors can do much to assist in keeping that interest rate at its lowest in order to reap the greatest harvest from the bill. The loan runs for five years and can be amortized at the rate of \$10 per month as a minimum.

The bill is specific in that nothing removable, such as mechanical refrigeration, radios, telephones or ranges, are to be construed as part of the home-modernization plan. Electric wiring, piping of water, installation of central heating units, of bathrooms, of floors, and of room additions are but a few of

the things that are eligible for loans.

It is understood that no actual cash will be handled by the borrower. He will, after having his application approved, note signed and approved, issue an order on the loaner for the amount necessary for materials and such labor as is necessary.

If the national manufacturers of building materials want to participate in the greatest market ever opened to them they will have to educate their dealers to the highest point of efficiency, and in a hurry. The latest of new deals calls for the co-operation and intensive hard work of the local dealer.

Advertising by Associations Discussed

The various associations associated with the building industry have been studying the possibilities of the market, awaiting the final action of Congress. Ways and means of association and organization advertising and sales promotion have been discussed behind closed doors. It is expected, therefore, that the next few weeks will see a notable uprise in association activities, especially those in the building line.

It has even been suggested, and with a fair chance of getting the approval of Washington, to assess members of the various codes for a sales promotion campaign. This is true not only of one branch of the building industry but of several with others giving it thought.

It has been estimated that the new bill will put at least 500,000 men in the building industry back to work by the first of the year. This figure is not high when it is understood that 4,000,000 were employed in the building industry before 1929 and approximately 12,000,000 human beings in the country were dependent on building as a livelihood.

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PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1885 by George P. Rowell

John Irving Rorer, Editor and President
1908—1933

PRINTERS' INK PUBLISHING CO., INC.
185 MADISON AVENUE, NEW YORK

ROY DICKINSON, President
DOUGLAS TAYLOR, Vice-President
R. W. LAWRENCE, Secretary
DAVID MARCUS, Treasurer

Chicago Office: 6 North Michigan Avenue.
GOVE COMPTON, Manager.

Atlanta Office: 87 Walton Street,
GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street,
A. D. MCKINNEY, Manager.

Pacific Coast: M. C. MOGENSEN, Manager.
San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50
for six months. Ten cents a copy, Canada
\$4 plus duty \$2.60 a year. Foreign \$5 a year.

Advertising rates: Page, \$135; half page, \$67.50;
quarter page, \$33.75; one-inch minimum, \$10.50;
Classified, 75 cents a line, minimum order \$3.75.

G. A. NICHOLS, Editor
C. B. LARRABEE, Managing Editor
R. W. PALMER, Associate Editor
ANDREW M. HOWE, Associate Editor
BERNARD A. GRIMES, News Editor

H. W. Marks Arthur H. Little
Eldridge Peterson S. E. Leith
Joel Lewis

Chicago: P. H. Erbes, Jr.

London: McDonough Russell

NEW YORK, JUNE 21, 1934

A Czar, Maybe?

With the Copeland Food and Drugs Bill definitely shelved because of the inability of Senator Copeland to bring it to a vote during the closing days of Congress, there comes an intriguing opportunity to bring about certain necessary adjustments.

For, as we have frequently said, the correction of advertising's ills must come from within advertising itself. Tugwell Bills and Copeland Bills by the carload could not cure these persistent evils—even though they might kill the patient.

Who is going to take the lead? The Association of National Advertisers, at its recent semi-annual meeting in Chicago, discussed this question unofficially and decided, also unofficially, that advertisers—even when grouped in such a power-

ful body as theirs—could not, under their own power, bring about a condition wherein truth, good taste, decency and propriety should rule in the practice of advertising.

The first reaction to this sentiment would be the thought that the A.N.A. is engaged in the gentle pastime, as Shakespeare, Milton and William Lyon Phelps would not say, of passing the buck.

But would such a reaction be altogether accurate and just?

Advertisers in these competitive days are in a rather tight spot. Most of them, no doubt, are sufficiently high-minded to want to be entirely ethical and correct in all their merchandising activities. But one may cater to the baser impulses sufficiently to use a certain line of questionable advertising. His competitor proceeding strictly according to Hoyle in all respects is thereby handicapped—or at least thinks he is. In this situation the advertising department or agency is often forced to use similar questionable methods to an extent—forced by the owners of the business, by stockholders and directors who want immediate profits.

This condition works out in such a multitude of ways that the whole proposition is almost hopelessly intricate. This is why we have Tugwell Bills, Copeland Bills, Kallets and Schlunks and so on *ad infinitum*.

Advertisers, agents and publishers can keep on arguing about this thing until kingdom come. They can continue raising war chests, appointing ponderous committees, solemnly assembling in conventions and doing nothing, commuting to Washington to confer with this official nuisance or that. They can keep on bewailing the indifference and enmity of the consumer—and endure as best they can the openly expressed contempt of the younger intelligentsia.

The whole extravagant campaign of offense and defense is a sinful

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waste. And the waste becomes all the more tragic because it is so useless. Because it gets nowhere.

Every intelligent advertiser in the country knows what is the matter. He also knows that if advertisers could get together and agree to end these abuses, there would be no further cause for warfare.

But advertisers will not do this. They say they *cannot*; and perhaps they can't.

Speaking theoretically, the advertising agents might come close to establishing universal decency in advertising if they would refuse to handle or execute anything questionable. But the law of competition steps in here too. Look at it anyway you like, there would be enough sinners and cheaters among agents to make impotent any general rule in this direction that might be agreed upon.

It seems to PRINTERS' INK, then, that the regeneration of advertising, if it comes at all, must come from publishers.

Suppose, for instance, that the magazine publishers should get together and decide that they would not admit to their columns any advertisement that did not measure up to definite specifications. Suppose that the leading newspapers should do likewise. And then to make the thing complete, suppose that the great radio broadcasting systems should apply a similar censorship.

The proposition might involve the appointment of a czar in each case—an unapproachable, impeccable czar who would be paid a salary large enough to keep him that way.

This isn't the whole story, of course. But there is something here to think about.

Advertisers and others interested had better quit playing around with this vital issue. Otherwise they are going to be badly burned one of these days—more so than now.

Baerly Audible

Referee Arthur Donovan had transferred a

championship and a young ex-butcher from California had clamored through a yowling mob and reached his dressing room.

"Baer, as usual," reports the *New York Times*, "was not backward. In a few thousand well-chosen words, he discussed the fight, his 'lack of condition,' and anything else his interviewers were willing to speak about."

Mr. Baer had just completed the businesslike, if bloody, task of battering into helplessness a man and a half named Carnera. In his dressing room he spoke about the matter, freely and at length. And his vocalizing there was merely by way of warming up; for shortly he goes on the air to re-talk his accomplishment—and perhaps take up unfinished business—at length even greater.

PRINTERS' INK seldom finds occasion to discuss prize-fighters and their dispositions and ways. But in the burbling Mr. Baer, so it seems, is an object lesson, in reverse, for advertisers.

Sports writers say that Baer will be the most "colorful" champion since Dempsey. What they do not say is that he will be the most popular, the best liked. Indeed, between the lines of the scribes' reports you may read the scribes' own indictment that he talks too much and too blatantly. The right hand that dethroned Carnera is not nearly so bombastic as are the vocal cords that proclaim the glory of Baer.

Admittedly, Baer is an adequate prize-fighting product. Far from the best heavyweight champion we've ever had, he assuredly is the best on the market right now. And now he seems destined to emulate foolish advertisers—some of them purveyors of products that really are champions, too.

For, unless someone moderates

his speech and teaches him better manners, he surely will ruin himself in even the fans' esteem. Ballyhoo doesn't work for very long.

Henry Ford's Brown Bottles

In a big, black Lincoln, Henry Ford rolled up to the curb in front of a drug store in Astoria, briskly entered the store's venerable entrance and, to the astonishment of the proprietor, opened negotiations to buy the oldest things he could find in the place.

Mr. Ford wanted, not merchandise, but fixtures and containers. Particularly was he interested in those brown and buxom bottles that, on the time-mellowed shelves of the drug store of long ago, presented to the world their gold-leaf labels in which rhubarb and mustard and even castor oil masqueraded, elegantly, in Latin.

For the bigger and fatter bottles, it is reported, Mr. Ford paid as high as \$25 apiece. They're scarce.

The bottles stand now on the shelves in the re-constructed drug store of the re-constructed village that Mr. Ford is leaving to posterity. Each of them is a miniature monument to a departed age. But together they constitute an object lesson to to-day's merchandisers.

Despite their gilded labels, they are a straightforward lot, those old bottles. Though they speak in Latin, they face the world openly. They present a study in contrast.

Not so feverishly as a year or so ago, but still excitedly, modern merchandisers scramble for containers that are "different." Too seldom, it seems, do they think about the retailer, and about what he thinks about his store's appearance.

Yet to that very detail, one manufacturer in the drug line has given careful study. The firm of Eli Lilly and Company has re-designed its ointment containers to the end that the ointment section in the druggist's prescription depart-

ment shall not look ragged, but rather uniform and tidy.

For every modern-day problem, the past offers suggestions for solution. One of these, oddly enough, is plain, honest, old-fashioned simplicity.

Professor Murchison

It was quite a loss to the country when certain Congressmen (why do we have Congressmen, anyway?) forced the retirement of Willard Thorp as Director of the Bureau of Foreign and Domestic Commerce. Mr. Thorp, it seems, was not quite intense enough in his nationalism; with President Roosevelt he agitated for the establishment of reciprocal trade arrangements with other countries—presumably on the basis that America is not the whole world and that if we would sell to other countries we must buy from them also.

But all is not lost. Claudius Murchison, his successor—who talked sense to the Advertising Federation of America in New York this week—is a disciple of the same school. Moreover, he is erudite and a highbrow—also a professor of economics as was Mr. Thorp.

Professor Murchison too is not a bit timid or ladylike in expounding his business philosophy. "The admonition 'Buy American,'" he says, "means precisely the same thing as 'Don't Export.' Our refusal to help stabilize foreign currencies is a refusal to pave the way to bigger business for our farms and factories. Such is the paradox of nationalism, the stupidity of a self-contained America."

Why the nationalistic Congressmen ever thought that Professor Murchison would be more to their liking than Professor Thorp is too much for us—especially since Professor Thorp is sufficiently of, from and for the common people to smoke a corncob pipe.

Newell-Emmett Company

Incorporated

Advertising · Merchandising Counsel

40 EAST 34TH STREET

NEW YORK

A difference

Although in total volume we are one of the largest agencies in the country, our client list is notably smaller than that of other large agencies.

Each account to which we are appointed takes on an importance not measured by its volume; and the necessity for giving satisfaction to each client is correspondingly vital.

"NOT HOW MUCH, BUT HOW WELL"

The Little Schoolmaster's Classroom

ISN'T it strange that more advertisers don't take advantage of the appeal of music? They do it in their radio programs but it is seldom that anyone tries to tie-up publication copy with popular or classical favorites.

The Schoolmaster was attracted by the simple text that was set to music for Leisy's beer. He is no musician himself, in fact is unable to read a note, but the little explanation at the bottom of the advertisement—"Of course you recognize that old favorite: 'Silver Threads Among the Gold'"—was all he needed to start him humming to himself and following the words.

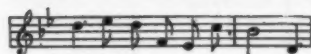
Isn't there an idea here for those advertisers who have made so much of theme songs on the air? Perhaps these songs would go well in print, also.

• • •

A case of sales rejuvenation through re-packaging is related by a Class member with the Wonder Products Company. This company makes a contrivance called "SyFo," to insert in the mouths of bottles of carbonated beverages and through which the beverages may then be dispensed with plenty of zip and life.

Formerly the standard container was a small carton, with direction sheet inside. An investigation of sales outlets revealed that the very considerable portion of 22.9 per cent of the volume of sales was being made through chain stores, where an article has to be virtually self-selling. So it was that a new "container" was devised as a card to which the device is attached by a detachable staple.

The card illustrates SyFo in action, gives directions for use and possesses high visibility under artificial light. "No sooner had we placed SyFo on the individual card," says our correspondent, "than business increased threefold from those organizations operating



Leisy's beer is grow - ing old.



Cream - y foam a - top the gold;



Grows more lus - cious every day.



What a treat we'll have in May!

BY ORDER OF THE WONDER PRODUCTS COMPANY, SILVER THREADS AMONG THE GOLD

in the syndicate store field, with bin-display as their only sales promotional medium."

Unless the Schoolmaster is very much mistaken, cause and effect are rather easily identified in this narration.

• • •

The Schoolmaster has just received from a Class member a copy of a letter sent out by the Shreveport Medical Society. The last two paragraphs of this letter are so characteristic of the type of salesmanship used in selling space in certain association publi-

cations that the Schoolmaster will allow them to speak for themselves:

"At this month's meeting of our Society a motion was made and duly carried, instructing me, as President of the Shreveport Medical Society, to have this letter written to each of our *Journal's* prospective advertisers.

"Please be advised that the members of our organization have resolved to make a further and more intensive effort toward increasing the size and attractiveness of our *Tri-State Medical Journal*.

"We urgently request your full co-operation in each of our monthly editions toward the accomplishment of this ambition.

"I will have our Secretary read all favorable replies at the May meeting of our Society."

• • •

One of the rarest things in business is an executive who will admit that he has made a serious mistake and proceed to try to get out of it as gracefully as possible. Every so often a company will bring out a new product, for example, that looks, in advance, as though it would be a world beater but which, when it actually gets on the market, is pretty much of a flop. If this new product happens to be the "pet" of the chief executive he is likely to continue to pour money into advertising and sales promotion efforts when others in the organization know it is futile.

The craze for diversification, a few years ago, led a number of companies to expand into fields in which they did not belong or in which there are no profits for them today. Instead of struggling along and hoping that some day the old conditions will return, the best solution may be to dump the whole thing.

The Schoolmaster admires the courage of Axel Wenner-Gren, chairman of the board and Louis Ruthenburg, president, of Servel, Inc., who, in the annual report of the company, admit openly that they are faced with a serious problem with some unprofitable departments. Instead of trying to apologize for these or present ali-

Salary Continuance...

\$100 a month is 5% on \$24,000.

Would you pay from 15 to 30 cents a day to guarantee \$100 a month to your family for five years should you pass on.

Under certain qualifying conditions this can be done. Full particulars upon request.

Vash Young Insurance Counselor

50 East 42nd Street
New York City

PUBLISHERS ATTENTION!

Desire connection with Publication as advertising manager or Western representative, which offers an opportunity commensurate with my experience and ability. Am aggressive yet conservative, know how to develop effective sales presentations and am familiar with the costs and mechanics of publishing. My record is one of substantial achievement and I solicit the opportunity to present my qualifications for consideration. Please address me care of "V," Box 226, Printers' Ink, 6 North Michigan Avenue, Chicago, Ill.

Hochstadter Laboratories

Testing Engineers for Advertisers and Advertising Agencies

Technical Experts and Consultants
General Chemical Analyses

254 WEST 31st ST. • NEW YORK CITY

Booklet Prices

Printed on 60-lb. M. F. Book Paper

	5M	10M	25M
Black Ink	\$40.45	\$61.95	\$143.55
8 pages 6x9	74.55	133.85	220.50
16 " "	142.80	229.95	430.50
32 " "			

Small Publications Desired

Prices Quoted on Other Printing

Rue Publishing Co., Denton, Md.

Yes—The Voice of Experience

in all types industrial and automotive advertising, is open for a connection with some industry or Agency. 13 years plan, copy and contact—all media. A natural copy and art sense. Knows the mechanics of engraving, art, printing from buyer's and selling angle. Intimate with broad-casting. Good personality, college grad., gentle. Impressive references. Address "T," Box 225, Printers' Ink.

"You will undoubtedly be interested in the excellent results obtained from four (4) one-column, one inch, advertisements placed exclusively in 'Printers' Ink Weekly' and 'Printers' Ink Monthly.'

These four advertisements, at a total cost of only \$43.40, have pulled one hundred and thirty-six (136) inquiries to date, and they are still coming in.

Inquiries were received from top executives of large advertising agencies and advertising departments of representative manufacturers."

HANFORD S. WEIL, Dir.

RETAIL REPORTING BUREAU.

MORE BUSINESS at less cost

Can surely be had by an intelligent use of Direct Mail—letters, folders, catalogs, etc. POSTAGE & THE MAILBAG is a monthly business magazine for everyone who has anything to do with sales. Send \$1.00—one year, 12 copies—for this magazine of business ideas. \$2.00 returned to you at end of year if you are not 100% satisfied.

POSTAGE & THE MAILBAG 200 Fifth Ave. New York City

TORONTO
MONTREAL
WINNIPEG
LONDON, ENGLAND

GIBBONS KNOWS CANADA

REGINA
CALGARY
EDMONTON
VANCOUVER

bis, these executives come out openly and say:

"One of the most serious problems now before the management is the disposition of several departments in which limited volumes of sales have resulted in continued unprofitable operation. These are the Hercules gas engine for farm use, automobile truck bodies, commercial electric refrigerating apparatus and Crusader electric refrigerators (principally for export).

"Such advantages as there may have been in this diversification in times past, particularly during the introductory period of the gas refrigerator, have become relatively unimportant in the light of the success of the new air-cooled models.

"While a general business improvement might help these departments to some extent, it is clear that any effort to secure substantial profits would require us to embark on an unduly expensive program of sales and production expansion with no assurance that the venture would be successful. Furthermore, the production facilities of some of these departments are located so as to interfere with the economical provision for additional equipment to care for anticipated requirements of the air-cooled Electrolux.

"All things considered, we have concluded to concentrate our efforts on the air-cooled Electrolux refrigerator, and either eliminate the other departments or reorganize them under limited expense budgets related to the business volume obtained. As in the case of the Hermetic refrigerator, the production of the Hercules gas engine has been discontinued. The manufacture and sale of service parts will, of course, continue. While some time must elapse before our course in all its details can be decided upon, the general conclusions above outlined require the provision of appropriate reserves to

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Classified Advertisements

Classified ads cost seventy-five cents a line for each insertion. Minimum order five lines costing three dollars and seventy-five cents. Classified ads payable in advance.

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Active Agency Doing a Huge Business In Classified Advertising
Seeks to Merge with an Agency Handling National Accounts.
Box 856, Printers' Ink.

WILL PURCHASE AGENCY

Controlling interest or outright. Must show profitable operation. Have service department, good reputation, full recognition. State full details in confidence. Box 858, Printers' Ink.

REPRESENTATIVE WANTED to solicit out of town business for prominent New York photo studio, at present doing national and local business with agencies and advertisers. Complete service including layout, ideas, suggestions, etc. Excellent arrangement for right man. Box 857, Printers' Ink.

INDUSTRIAL OR CLASS ADVERTISING

Have specialized in this field in all Eastern states and have long standing acquaintance among advertisers and agencies which has resulted in a good share of orders. All interviews reported. Could represent another strong, non-competitive publication. Box 860, Printers' Ink, New York.

HELP WANTED

CIRCULATION MEN WANTED in all territories by group of well-established trade papers. Big commission. H. B. Patrey, 117 West 61st St., New York, N. Y.

EDITOR WANTED

With successful record on good business paper. Unusual opportunity. Give complete details, salary expected, etc. Box 850, Printers' Ink.

STAMP EDITOR

An opportunity for a young, energetic Stamp Editor, 25 to 30 years of age, on one of America's Leading Stamp publications. A thorough knowledge of philately essential. Must be able to produce samples of work covering a diversity of philatelic subjects. Must be capable of soliciting advertising and promoting good will. This is an exceptional opportunity for someone with ability to write about stamps and sell stamp advertising. The job will be as big as the successful applicant can make it. The salary is open. Write, giving full details of education and experience.

Box 1007

MALEY ADVERTISING AGENCY,
Times Building, New York City

POSITIONS WANTED

AMBITIOUS YOUNG MAN desires opportunity to learn advertising business—College education—seven years Real Estate experience. Excellent references. Box 853, Printers' Ink.

Advertising Salesman—9 years New England territory with one of largest business paper publishers desires change to national paper of general character or good class magazine. Age 32. Box 852, P. I.

Young Man, thorough knowledge advertising, practical printing experience, writes good copy, able correspondent, has original ideas. Age 28, married. Willing to start from page 1. Box 851, P. I.

MANAGER—Competent assistant to executive, 8 years experience general management of buying, accounts, advertising and sales promotion. 28, married, excellent references. Box 854, P. I.

Sales Mgr. Age 36. Married. Resignation effective July 1st, after 10 yrs., large organization. 15 yrs. experience wholesale and retail merchandising. Capable organizer. Successful record. Not a promoter. Desire to build with a progressive organization. Box 859, Printers' Ink.

ART DIRECTOR—Young man with established reputation as a specialist in all branches of creative layout, design and finished drawings desires a permanent position as art director or creative inside man. Fast, enthusiastic with practical and ultra-modern viewpoint. Box 861, Printers' Ink.

YOUNG MAN, Christian, with imagination and vision; thoroughly educated in all branches of advertising and journalism; knows copy, printing, typography, and layout; is willing to trade limited experience for long hours and hard work . . . excellent references . . . Write Box 855, Printers' Ink.

X-999 May Be Your Man . . .

You will find him advertising in any issue of Printers' Ink, seeking an opportunity to prove he is the man you're looking for.

Usually a number of promising candidates for the job can be found simply by looking over advertisements in recent issues.

You can even go a step further in widening your field of applicants to choose from by advertising for your man in Printers' Ink.

The cost is low and the results gratifying.

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Every effort is made to keep this index free of errors, but no responsibility is assumed for any omission.

care for shrinkages and retirements which are likely to be involved."

...

When *Abel's Photographic Weekly* changed some time ago to a semi-monthly, it necessarily also had to change its name, which became *The Professional Photographer*.

At the time of the change, Charles Abel tells the Schoolmaster, he found himself with many thousands of letterheads in stock which he did not feel like baling for waste-paper. Also he was especially anxious to carry over the good-will of the Abel name and this would have been difficult had the old stationery been changed at once.

To this problem, Mr. Abel found a solution which may suggest an idea to other members of the Class. By a simple job of imprinting he placed the word "Now" under the old name at the top of the letterhead, from which he ran a straight line diagonally across the sheet to the lower right-hand corner. This line ended with an arrow which pointed to the new name also imprinted on the letterhead.

This imprinting, points out Mr. Abel, looks as if the idea is a carefully planned advertising stunt rather than just a bit of obvious economy.

...

If it is possible for one to improve his game of tennis by studying pictures and reading what an expert has to say about drives, smashes, volleys and slices, the booklet published by Dunlop Tire & Rubber Company will help make some new champions this summer. Vinnie Richards, professional tennis player, is halted by the camera in three dozen poses, showing him in different phases of serving, forearm driving, etc. Alongside each photograph Vinnie explains his technique. Almost is the Schoolmaster persuaded to try his hand again at the ancient game.

The booklet, offered in Dunlop periodical advertising, also contains the official tennis rules and court layout, besides a few pages devoted to Dunlop products.

IT'S A GOOD TRICK

If You Can Do It!



RUNNING your business without advertising is like trying to run an automobile without gasoline. It's a good trick, if you can do it! Especially, up the long grade to profits, when competitors are using high-powered, super-selling advertising literature.



IT'S EASY for business to coast down hill. If you are tired of coasting and want to start climbing, then you will be interested in the effective, powerful selling literature we can help you prepare . . . BOOKLETS . . . CATALOGS . . . FOLDERS . . . BROADSIDES . . . any or all of these are a big help toward keeping old accounts and bringing in new ones.

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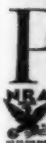
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CHARLES FRANCIS PRESS

461 EIGHTH AVENUE cor. 34TH STREET, NEW YORK



DRUG
STORES, medical,
and toilet prepara-
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ing the first five months
of this year placed 34
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other Chicago
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